

Chapter 4

Culture, Demographics, Historic Preservation, Recreation & Tourism

Culture

As is apparent from the accompanying map, Sevier County is a scenic wonderland and the principal gateway to each of Utah's eight National Parks, Monuments, and an array of attractions throughout southern Utah. The county's relatively temperate climate, unique geography and central location make the area an ideal place to live. The County is also an attractive and accommodating center for visitors traveling to and from all areas of America's great southwest.

Because of its natural features and splendor, the early native American residents referred to Sevier County as "The Land of the Sleeping Rainbow." Visitors as well as those who 'come back home' find the same beautiful scenery, culture and many preserved historic sites in modern-day Sevier County.

Recreation and tourism are significant economic factors in Sevier County. Fishing and hunting are virtually year-round activities. Miles of scenic roads and trail ways beckon bicyclists, ATV enthusiasts, hikers, horseback riders and touring groups. Scores of additional activities and attractions make Sevier County a mecca for those seeking solitude and splendor.

The culture of Sevier County is deeply rooted in the land and in the county's natural assets. From the earliest days of settlement

agriculture, including livestock, poultry and crop production were predominating influences in the lives of county residents.

The Sevier River with its contributing tributaries is probably the county's greatest natural asset. The River and streams provide the water, which made, and makes, settlement and survival in Sevier County possible. Addressing the survival instincts, which fortified early settlers, one author noted the importance of the Sevier River. "Water is synonymous with power, for nothing man-made can replace it. The determining factors of settlement and survival here, as elsewhere, were rich soil, available water, and favorable climate."¹

In contemporary Sevier County, agriculture is still important and is balanced by vibrant cultural, commercial, educational, manufacturing, mining, retailing, service and social activities. An added feature of the culture and lifestyle in Sevier County is its diversity. Modern-day residents in the county continue to thrive on varied art forms, educational and employment opportunities, industry, recreation, rural living and the unique natural environment with resplendent air and open space.

¹Pearl F. Jacobson, Editor, and Revo M. Young, *Golden Sheaves From A Rich Field: A Centennial History of Richfield, Utah*; Richfield Reaper Publishing Company, 1964; page 136.

Values

Sevier County residents seem, generally speaking, to be endowed with many of the virtues that characterized their pioneer forbearers. They are also committed to the same values. Among the most basic of these are honesty, industriousness, law-abiding and a willingness to assist those having special needs. The culture of the county underscores neighborliness and hospitality.

Sevier residents seem highly committed to their homes and place a high value on private property ownership. The majority seem to give careful attention to beautifying, maintaining, and updating their agricultural, commercial, and residential properties.

Sevier County residents take pride in their communities. Many participate in community projects and have a strong service ethic. These are patriotic Americans and they are dutiful to civic causes.

While residents appreciate and understand the importance of strong state and national governments, they reflect the independence and self-reliance of their pioneer ancestors. They want to be included at the formulating, negotiating, and planning stages of problem solving. They have, do and will resist government interference and mandates. They acknowledge that government has a vital role. However, they believe that solutions to problems in Sevier County should be formulated by citizens and their elected representatives at the local levels of government in Sevier County.

The culture reflects a will by the people for the good of the county, a strong resolve and willingness to do, or to fend for themselves

and to seek public assistance only as a means of last resort.

The County's historic and contemporary culture reflects a determined and disciplined citizenry, willing to work and sacrifice for constructive causes and positive results. Sevier citizens seem to seek little more than progressive opportunities to actualize their own lives and to be contributing members of strong families, religious, service, social organizations, and communities.

This document reflects the culture of the people and leaders of Sevier County. Citizens defined and formulated the elements. With deference to constitutional and private property rights, they addressed and analyzed the central land use issues in Sevier County. They generated the findings and recommendations. The citizens of Sevier County formulated the land use policies, which undergirds this General Plan.

Informed, involved, and capable people identified reasoned approaches to preserving and promoting the health, safety and general welfare of all residents and property owners in Sevier County. Accordingly, this document is *the citizen's Plan* for the future of Sevier County.

Artists of Sevier County

Another central theme in the culture in Sevier County is found in lives of the area's gifted and talented citizens. The County is, in

large measure, illustrated in the visual images, sounds and structures which are its cultural products. These products represent a living and lasting tribute to Sevier residents and their various art forms. Thera Ashman recorded the following statement by Alice M. Home, a former resident of Sevier County:

“Poverty is a poor excuse for ugliness, and wealth can never get rich enough to purchase good taste; but God has created gifts, and men (and women) work, so we are not without poets, painters, sculptors, architects, craftsmen, gardeners, and homemakers. So long as talent and industry unite there will be art, original, spontaneous, and inspirational - the kind that lives.”²

Sevier County’s culture is reflected in the lives of a number of noted architects, musicians, painters, poets, sculptors and theatrical artists. While it is not the purpose of this Plan to identify them all by name, it is important to recognize these gifted individuals for their individual and collective influence within the communities of Sevier County, as well as in Utah, the nation, and abroad.

The names, Salisbury, Andelin, Meyer, Stewart, all natives of Sevier County, are widely known and highly regarded as artists of considerable renown. Edward O. Anderson, noted Architect, and Ralph Ramsay, the man who carved the famed Eagle Gate in Salt Lake City, are also native sons of Sevier County. Their works received similar national and international acclaim.

Music in its various forms was highly valued by Utah pioneers in social as well as religious settings. A number of musical groups,

²*Ibid.*, Page 154. Other contributors to the Artists of Richfield Section of this book include Eileen Thele, Melissa Ramsay Cluff, and Pearl F. Jacobson

organized in Sevier County contributed significantly to the cultural development of the people throughout the west. Hans Peter Hansen was regarded as Richfield’s Music Man; others similarly regarded were George M. Jones, John Hood and James Loren Terry.

Women musical personalities of historic note in Sevier County included Anna Calloway Ellis, Florence Anderson, and Roene Di Fiore.³ Contemporary women who are published authors and writers of note in Sevier County include Dorothy Buchanan, Alta Hunt Crane, Pearl Jacobson, Diane Jessen, and Revo M. Young.

Demographics

Population estimates for Utah by county are prepared annually by both the U.S. Bureau of the Census and the Utah Population Estimates Committee. The Utah Committee utilizes more recent data and has the input of local population analysts and their figures are generally preferable to Census estimates.

Like almost every other county in Utah, Sevier County experienced population increases between 1995 and 1996. The County’s growth rate of approximately 3% was among the highest in the State. The Demographics Section of the Economic Report to the Governor, 1997, presents the preliminary 1996 county population estimates, along with the intercensal county estimates for Utah during the 1980’s.

³*Ibid.*, Pages 156-1 71.

Although Sevier County ranks in the median in terms of population growth in Utah counties, it has increased approximately 2 percent each year since 1980. This increase has boosted the County's population from approximately 14,900 in 1980 to its estimated 1997 population of 17,685.⁴

At the same projected levels of growth, approximately 350 to 400 new residents per year, the population in Sevier County in the year 2007 will number around 22,000. These annual amounts of incremental growth in the population are likely to be easily accommodated by existing (or extended) infrastructure in the cities and towns of Sevier County.

Utah Population Estimates for Sevier County, Cities and Towns for the years 1996 to 2000 are as follows:

	1996	1997	1998	1999	2000
Sevier County⁵	17,350	17,682	18,299	19,239	19,619
Annabella Town	555	571	588	599	611
Aurora City	963	992	1,023	1,044	1,065
Elsinore Town	668	689	711	727	742
Glenwood Town	514	530	547	558	570
Joseph Town	235	241	248	253	257
Koosharem Town	311	321	331	338	344
Monroe City	1,884	1,945	2,008	2,052	2,096

⁴State of Utah: *Economic Report To The Governor, 1997*. Governor's Office of Planning and Budget, February 1997, Pages 62-74.

⁵Utah Population Estimates Committee; by County and Multi-County Districts. This data was provided by and is available in the Sevier County Office of Economic Development.

Redmond Town	745	767	791	807	823
Richfield City	6,805	7,040	7,282	7,455	7,622
Salina City	2,180	2,258	2,337	2,394	2,449
Sigurd Town	485	497	509	517	526
Balance of Sevier County	2,420	2,447	2,474	2,494	2,513

Other unknown factors could cause greater-than-expected increases in the population. Should such occur, Sevier County citizens and officials will be prepared through this and individual Municipal General Plans, and through related land use ordinances and capital budgets to respond to natural or substantial population expansion within the County.

Employment

Employment opportunities are expanding each year in Sevier County. Income from employment provides accommodations, health care, food, manufacturing, milling, mining, timbering (and saw milling), transportation, retail and utility services. Utah is a right-to-work state and fewer than 5 percent of manufacturing employees are affiliated with unions.

Total employment in Sevier County in April, 1997 was approximately 7,165. Average monthly **earning** is \$1,745. The work force is 42.1% female and 57.9% male. The unemployment rate for Sevier County as of March, 1997 was 3.8%. This compares to a Statewide unemployment rate of 2.8%.

In 1996, the Per Capita Personal Income in Sevier County was \$14,200; in Utah: \$17,043. The Median Family Income in

Sevier County is \$27,968; in Utah: \$33,246

Major Non-Governmental Employers in Sevier County⁶ having 75 employees or more are:

Southern Utah Fuel Company	260 Employees
Sevier Valley Hospital	205 Employees
Barney Trucking	175 Employees
K-Mart Stores	126 Employees
Moroni Processing Cooperative	105 Employees
Robinson Transport Incorporated	103 Employees
Albertson's Food Stores	90 Employees
Hales Sand & Gravel Company	85 Employees
U.S. Gypsum Company	83 Employees

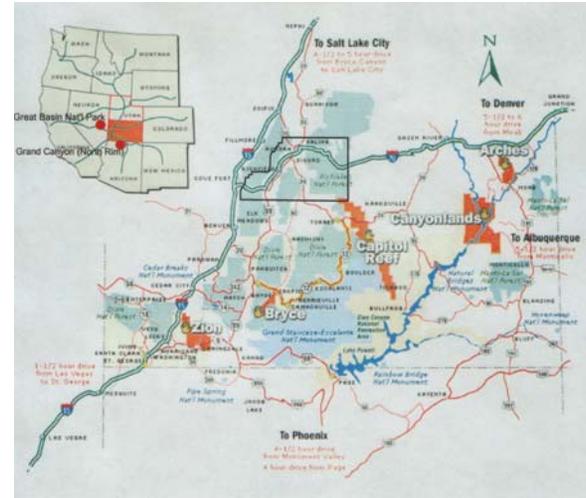
Culture, Historic Preservation, Recreation and Tourism⁷

Sevier County is located in what is commonly referred to as south central Utah. The county is approximately 140 miles south of Salt Lake City, the capitol of Utah. The county is also centrally located in the western U.S.

⁶Sevier County Office of Economic Development: *Situation,, Analysis: Sevier county*. Updated, January 1996, Pages I~6.

⁷Sevier County Planning Commission: Historic Preservation, Recreation, and Tourism Committee. Members: Beverly Anderson, Chair; Doreen Christensen, Fred Christensen, Virginia Dickert, Warren Forsythe, Lorraine Gregerson, Debbie Heaton, Joyce Lancy, Richard Leyba, Carma Thomas, Sunnie Thompson (Secretary), Paul Turner, Von Wayman.

Sevier County is accessed by Interstate 70 (east-west); by U.S. Highway 89 (north - south), and is approximately 25 miles to the east of Interstate 15 (via either Highway 50 or Interstate 70). Interstate 15 is the major north-south roadway in Utah.



As is apparent from the accompanying map, Sevier County is proximate to each of Utah's seven National Parks and National Monuments. Sevier County is a virtual scenic 'wonderland.' It is the gateway through which much of the principal tourism access and activity occurs in southern Utah.

The county's unique geographical location makes Sevier County a prime and accommodating center for visitors traveling to and from all areas commonly referred to as America's great southwest.

Crops and livestock were the principal economic activities in the county's early history. While agriculture remains important, the economy of Sevier County has diversified. The construction of Interstate 70 in the late 1970's linked the county to multiple national retail and service market areas.

Even though Sevier County experiences temperature extremes, it's relatively moderate, four-season climate is another natural attraction. With summer highs averaging 90 degrees and mild winters commonly ranging in the mid 30's and 40's, the county is neither too cold nor too hot. The County would be considered temperate through each of its four seasons of the year.

Sevier County also boasts multiple, moderately-priced accommodations, fresh and tasty foods and a cadre of 'super hosts' in each of its refined service sectors.

These multiple attractions, combined with clean air, open space and a comfortable, rural lifestyle present distinct challenges to Sevier County. One of those challenges is an emerging concern that change may not be good, that growth and development may bring more problems than benefits.

Providing compatible opportunities for industry, manufacturing and leisure activities also presents a challenge. A related challenge is balancing change with opportunity and making certain that growth, when it does come, is a contributing asset to the County.

Changes are apparent in Sevier County. Many of these changes, which are inherent in an affluent, growing and mobile population

within Utah and the U.S. Also included in apparent changes are the burgeoning numbers of international visitors who come to Sevier County each year.

Change is also occurring in the attitudes of those who travel, particularly in the quality and range of services they require and the diversity of attractions they have come to expect. Many visitors want to stay and play in Sevier County, rather than to just travel through and view it. Such changes may alter the demand and management of land uses. These kinds of changes present distinct challenges to the residents and to land managers within Sevier County.

Principal objectives of this Planning Commission Committee were to consider germane issues and to formulate recommendations reflecting the attitudes, desires, culture, values, recreational and common interests of Sevier County residents. Results from their efforts were the mission statement and 27 findings that are reflected in the recommendations and policies that follow.

Culture, Demographics, Historic Preservation, Recreation and Tourism Committee

Mission Statement

Our Mission is to create, strengthen, and implement plans for historic attractions, recreational activities, and travel opportunities and to improve the local economy through specialized education and training.

Policy Recommendations

Recommendations in this General Plan are intended to enhance the culture, heritage and historic sites within Sevier County. They are also offered as means to increase awareness of historic features and sites, expand recreational activities and provide strategic travel and tourism services within the county and adjacent areas.

1. It is recommended that the Sevier County Commission appoint a standing advisory council to provide guidance and support for historical preservation, recreation and tourism;
2. The committee recommends that the advisory council meet at least monthly to provide input on activities and events related to historic preservation and historic site identification and improvement; recreational tournaments and activities, and all commercial enterprises serving the travel and tourism industry in Sevier County;
3. Building and staffing a new multi-agency Sevier County Visitors Center is the centerpiece recommendation of this committee. The Visitors Center should be a destination-type attraction with beautiful, inviting, state-of-the-art, interior and exterior design. Location, site and facility planning are of critical importance;
4. The new Visitors Center should provide administrative offices for multiple public agencies located in Sevier County. The Center should also include historic features that highlight Native American culture, pioneer heritage and western American themes;
5. It is recommended that the advisory council issue recommendations to the county commission regarding bylaws of (or amendments thereto) and membership on, the five-member, Sevier County Visitors Center Governing Board, Members of the governing board shall serve three-year terms and shall be appointed such that the terms of no more than two members shall expire each calendar year;
6. Powers, duties, and scope of responsibilities charged to the Visitors Center Governing Board shall be fixed by ordinance drafted by the Sevier County Attorney and adopted by the county commission;
7. The committee recommends that funding and requisite organizational and staffing support be provided to the combined Sevier County Fair Board in support of this important annual event;
8. Continued support of and funding for hospitality and hosting (Super Host) training is recommended;
9. It is recommended that a theme or slogan be adopted for encouraging and promoting travel, tourism, special activities and events in Sevier County. This committee also recommends that every effort be made by tourism entities in the multi-county Panoramaland Travel Region area to find ways for funding the travel and touring

business and many other valuable projects which were part of the Panoramaland Work Plan;

10. Providing more and better information about the economic benefits of historic preservation, recreation, special events and the travel and tourism industry within as well as outside Sevier County is recommended. Fiscal and pertinent taxation information should be readily available to citizens and public officials throughout the county;
11. The committee recommends that the permanent Advisory Council formulate guidelines and strategies for accommodating and promoting historic sites and structures; recreational activities and competition; special events and entertainment, and travel and tourism opportunities which are appealing and inviting to diverse interests in Utah, throughout the U.S., and abroad;
12. Because of the established date of the 2002 Olympics in Utah, the Committee believes that immediate and effective response to the recommendations set forth herein is of utmost importance;
13. On-going, professional scheduling and effective advertising of special attractions and events in Sevier County is of vital importance and should be continued;
14. It is recommended that the Sevier County Special Events Coordinator be included as an integral member of the Multi-Events Center planning and scheduling committee

This new facility has the potential to be a great asset to Sevier County in providing a 'home' for conventions, the performing and visual arts, entertainment and other special events;

15. The committee recommends that county and municipal leaders, through the Sevier County Council of Governments, and public utility providers, confer and cooperate in extending and providing the infrastructure and technical capacity necessary to accommodate the special activities and facilities contained in this element of the County's General Plan;
16. This committee recommends continued support for the planned 18-Hole golf course. An expanded golfing facility will add an additional and vital recreational asset that will attract guests, participants and visitors to Sevier County.
17. The Sevier Valley Travel Council should be relocated to the Sevier County Courthouse. The Travel Council should also assist in funding and play a prominent role in construction of the new Sevier Valley Visitors Center.

Sevier County Cultural, Historic Preservation, Recreation and Tourism Policies

1. The **history and culture of Sevier County is deeply rooted in the land and in the County's natural assets.** Through its arts, history, recreation, travel and tourism councils, the County shall identify, assess and

communicate these themes to residents and visitors in Sevier County;

2. **Expanding the County's historic values, cultural assets, and** preserving its rural lifestyle are land use and planning priorities in Sevier County;
3. In keeping with this General Plan, **the Sevier County Zoning Ordinance shall contain provisions relating to the preservation of historic structures** and regulations that govern the demolition of structures, including those that may be restored and those that are hazardous, or determined to be beyond repair or renovation;
4. Recognizing the importance of the County's heritage, Sevier County officials intend to **adopt regulations designed to encourage and support:** (a) residents and visitors who seek to preserve historic artifacts, structures, and sites throughout the county; (b) identification and surveying of cultural and historic resources; and c) **preservation of the County's historic and cultural assets;**
5. Sevier County residents want to maintain the County's pristine physical and social environment. It is the intent of these land use policies to foster and **preserve the County's culture - a culture that is virtually free from congested living, crime, pollution, traffic jams, and social unrest.**
6. The County would like to continue to capitalize on its

proximity to limitless recreational sites and activities; and to focus upon its human resources and natural assets as a means for attracting **recreationists, travelers, and visitors as participants in the county's exceptional historic and scenic features;**

7. **Preserving, protecting, and promoting increased use of recreational resources in Sevier County is a fundamental policy of this General Plan.** More than ever, Utah is becoming the 'playground of the west.' **Sevier County shall continue its support for increased commerce, travel, tourism and land uses in mountain and valley locations that are compatible with present multiple land uses in the county;**
8. Sevier County shall **work cooperatively with** individuals and organizations desiring to **expand or obtain approval to build recreational developments or subdivisions in canyon and mountain areas in the county.** Proposals for the use of lands in the County for either commercial-recreational or residential-recreational purposes shall be consistent with the land use policies enumerated in Chapter 2. Proposed recreational developments shall be **planned in ways that are harmonious with rural design and zoning principles;**
9. Building and staffing a new **multi-agency Sevier County Visitors Center** is a central policy recommendation of this Committee. In addition to providing administrative offices for appropriate public agencies, **the Center should include historic and natural features of the county that highlight Native**

American culture, pioneer heritage and western American themes:

9. Sevier County shall continue to work closely with businesses, citizens, and educational leaders to **promote the planning, financing and construction of a multi-purpose performing arts and convention center in the county;**

11. **The Sevier County Travel Council should be relocated to the County Courthouse.** The Travel Council should also be assigned and assume a major role in supporting, administering, and funding construction of the new Sevier Valley Visitors Center.