

# A Profile of Springville, Utah



UTAH ART CITY



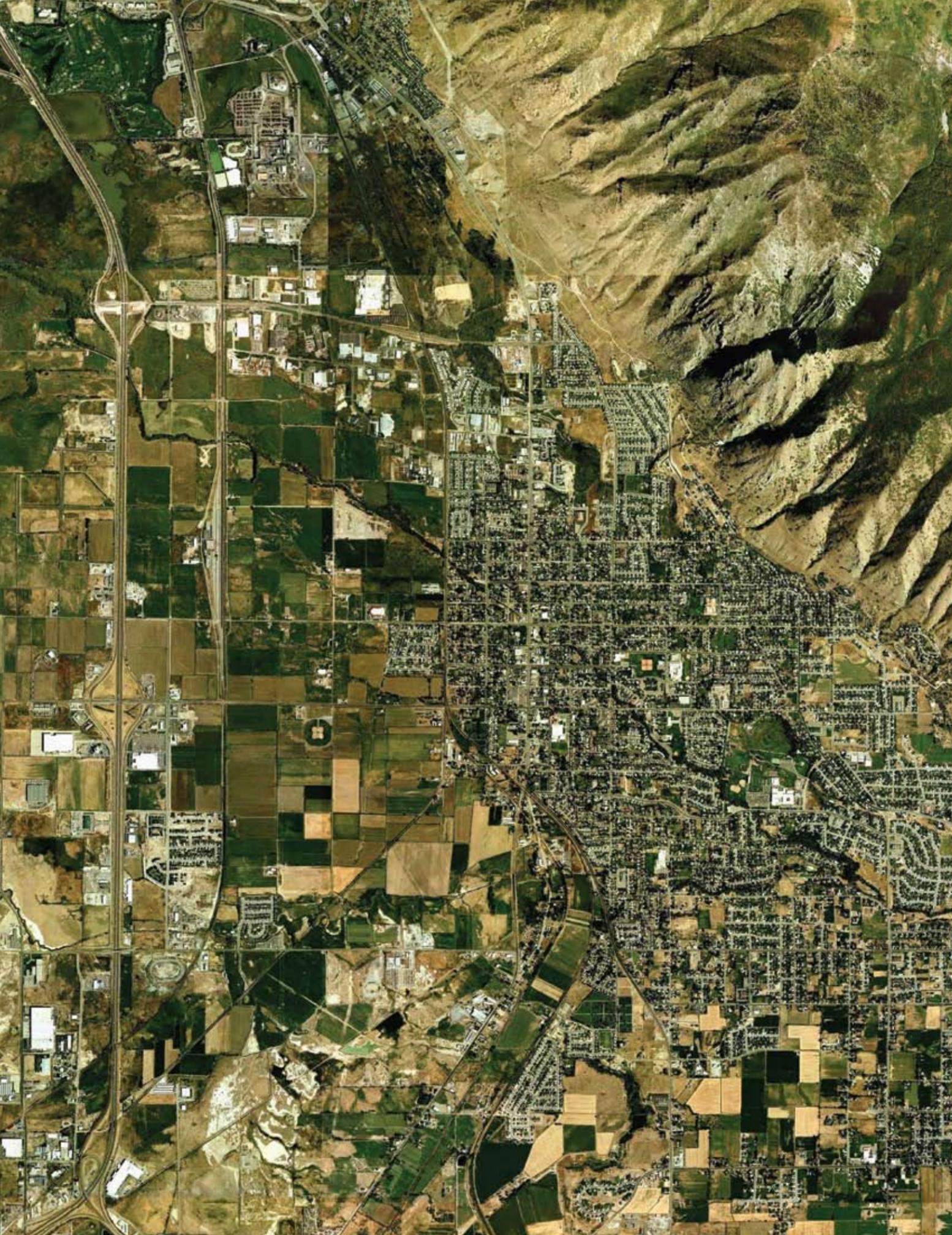
ST BERN  
HEESECAKE

<b>Combo C:</b> Hotdog, Chips, 20oz Drink	\$3.50
<b>Soups &amp; Chili</b> Nothing warms you like a bowl of homemade soup, and no soup will compare with Yummies' Homemade Signature Soups. Try one... Try them all.	
	Chg. Soup
Regular	\$2.79
Large	\$3.79
Plus	\$3.98
<b>Chili Boat</b> A nice twist on a chili dog. A boat full of nachos covered with Yummies' homemade chili and smothered in cheese. \$2.49	
<b>Chips</b>	
Frites	\$0.75
Lays	\$0.75
Onions	\$0.75
<b>Drinks (Coke Products)</b>	
16oz	\$0.89
20oz	\$1.19
32oz	\$1.49
<b>Specialty Yummies Custard Pies</b>	
Caramel Cashew	
Mint Biscotti	
Raspberry Cheesecake	
Lesson Berry	
Health Bar	
Chocolate Cherry Avocado	
Pumpkin Pie (Seasonal)	
Peppermint Donut (Seasonal)	\$12.99
Strawberry Kiss (Seasonal)	
Smoothies	Regular \$3.49 Large \$4.30
<b>Custard To Go</b>	
Small	\$2.99
Large	\$3.99

## A Profile of Springville, Utah

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## FROM THE MAYOR OF SPRINGVILLE



Springville City represents the best aspects of the American Dream. We have the benefits people associate with “hometown” living, including neighbors that care about each other, minimal traffic, and a pristine natural setting. At the same time, we enjoy the amenities of larger metropolitan areas, including outstanding city services, access to world-class education, great shopping and restaurants, and unrivaled recreational opportunities.

We’ve prepared this profile to provide information about Springville’s potential as a business partner. Within its pages, you’ll find specific details about our population, economic base, and some of the improvements that are being implemented. In addition to these facts and figures, I hope you’ll find time to visit Springville, and experience our unique environment, which is difficult to capture in a report. Springville is truly a wonderful place to live and work.

Please contact Springville City at 801-489-2700, or call me personally, if you have questions or comments.

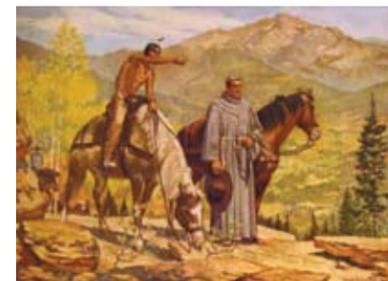
With warm personal regard,

*Gene Mangum, Mayor*

MAY 2008



## Springville's Past, Present and Future



### A rich history

First explored by Father Escalante, a Jesuit Priest, in 1776, Springville was originally settled by eight pioneer families in 1850. It was first called Hobble Creek by the early pioneers because their horses were often hobbled (by loosely tying their front feet together) and left along the stream to graze in the lush grass. If the horses wandered into the creek, the hobbles came off in the water. Thus, the settlement earned its original name. Later, as the town grew, the name was changed to Springville, but the canyon stream and golf course have retained the name of Hobble Creek.

### An ideal location

Springville is located in one of the most beautiful regions of the nation-nestled in the foothills of The Wasatch Range of The Rocky Mountains, two miles east of Utah Lake and just 45 miles south of Salt Lake City. Lying astride the I-15 freeway that runs between Canada and Los Angeles, the City is ideally positioned with easy access to Interstate 80 running between San Francisco and New York for distribution of goods by road to the major markets in the West. All

vehicular traffic that transports goods to the north, south, east and west funnels through the interstate hub near Springville's strategically important freeway location.

### A great potential

With its strong connection to the arts, Springville is thriving community that has experienced steady growth over the past ten years. Its current population of 30,000 continues to increase with 4.6% annual growth. Utah Department of Transportation (UDOT) recently completed a new I-15 interchange on the north side of Springville and will begin a \$90 million transportation project to widen SR-77 (400 South) and rebuild the I-15 interchange. This project will replace the existing interchange with a single-point urban interchange, construct a new bridge over the Union Pacific tracks at about 1500 West, reconstruct the existing bridge over the Union Pacific Railroad tracks at about 400 West, widen 400 South to five lanes from I-15 to US 89 (Springville Main Street) and add a southbound auxiliary lane to I-15 between SR-75 and SR-77. Completion of the project is expected to take place in 2010. Springville City is in a unique position with underdeveloped I-15 frontage, new transportation/utility service to the I-15 area and a growing population. Springville is ready to accommodate dynamic future expansion of its commercial, office, retail and industrial sectors along the City's I-15 corridor.

### FAST FACTS

Springville was incorporated on February 13

**1853**

The amount of land area in Springville is approximately:

**11.5 miles**

Latitude:

**40°09'N**

Longitude:

**111°36'W**

Elevation above sea level:

**4,571 feet**

Distance from Springville to Salt Lake City, Utah's capitol:

**49 miles**

Rank in population among Utah cities:

**25<sup>th</sup>**

Springville citizens who have a 4-year college degree or higher:

**43.3%**

# How Springville Citizens Feel about Springville

## SURVEY FAST FACTS

Springville residents who believe the city is doing an extremely good, very good or good job providing services to the community:

**68.9%**

Springville residents who have lived in the city for less than five years:

**34.3%**

Springville residents who have lived in the city for more than thirty years:

**24%**

Springville residents who believe the overall quality of life is extremely good, very good or good:

**88.8%**

Springville residents who telecommute to work:

**10%+**

Springville residents who rate shopping opportunities as average or poor:

**77%**

### 2007 Citizen Survey

In mid-November Springville City mailed “The Citizens’ Viewpoint” survey to 1736 randomly selected Springville households. In total, the City received responses from 931 residences (54% response rate). This means that over one out of every ten households in the entire city responded to the survey. The margin of error for the city data is approximately +/- 2 to 2.5 percent at a 95 percent confidence level.

Comparisons against census data showed that the households that responded were very similar to all households in Springville on household income, race, household size, age and marital status. There were some differences from census data: somewhat more women responded than men, somewhat fewer people with a high school diploma (or less) responded, and there were fewer respondents from mobile homes and multi-family apartments/condos than expected. Overall, the sample appears to be representative of most households in the city.

### Springville Population

During the 1990s, Springville’s average annual growth rate (AAGR) was 4.6%, while Utah County’s AAGR for the same period was just under 4.0%. This is indicative of the fact that as Provo and Orem are get closer to build-out, their AAGR declines while other cities with more available land are experiencing a higher AAGR and become a larger percentage of Utah County’s overall population.

Springville Population	
Population	29,165
Number of Male	14,527
Male median age	23.4
Number of Female	14,638
Female median age	24.6



# Utah County Population

Utah County Population  
**464,760**

US Census Bureau



**234,478**

Female

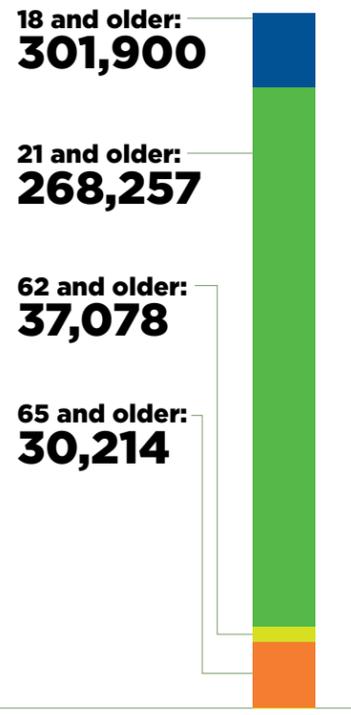


**230,282**

Male

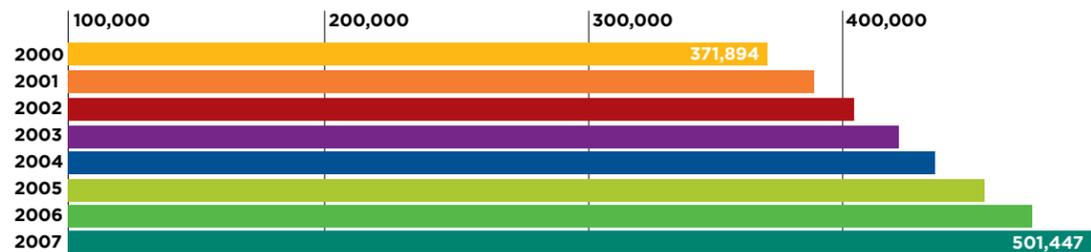


Utah County Median Age **24.2** years



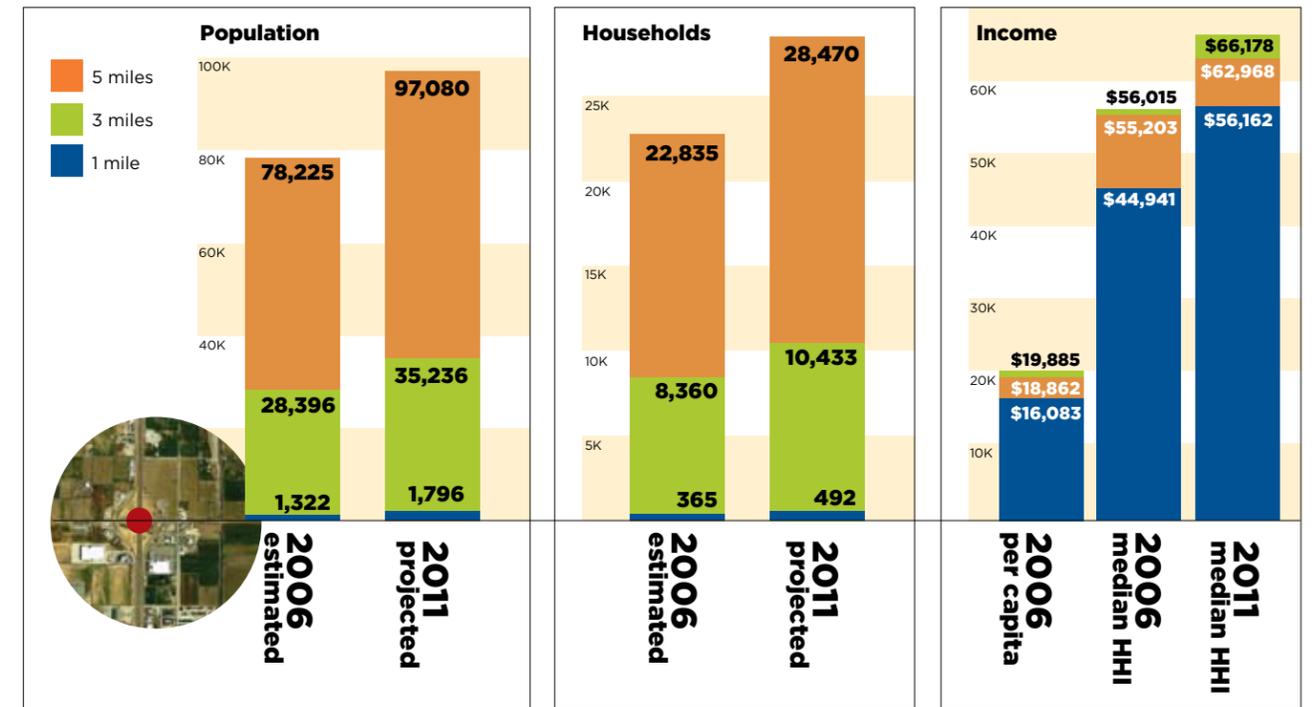
Female 18 and older: **155,381**  
Male 18 and older: **146,519**

Utah County Population Growth 2000–2007

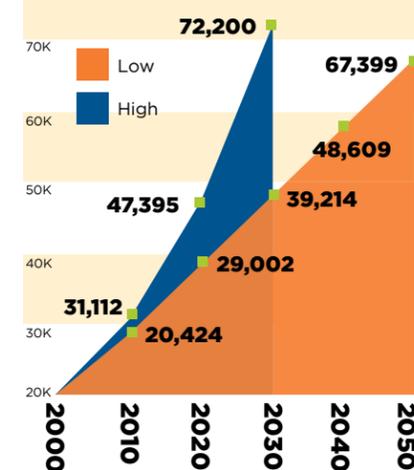


# Springville City Population

## Population and Income Radius from 400 South and I-15 Freeway in Springville



## Projected Population



## Springville City Population Projections

In projecting the population for Springville, the two methods of population projection used were: 1) a simple extrapolation of the average annual growth rate between 1950 and 2000, which produces an acceptable low and 2) an exponential extrapolation based on the regression of the logarithm of population against time as an acceptable high. In studies of population projections, the exponential extrapolation has proven to be the most accurate method for rapidly

growing townships (greater than 25% increase in the decade) (Isserman, 1977). The problem with either of these methods is that they do not take into account the city's developable land within the city boundaries and annexable areas.

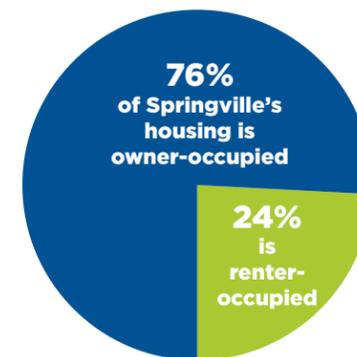


## Housing in Springville

### Dynamic, Quality Growth

Because of its availability of land and its convenient location along the Wasatch Front, Springville is experiencing growth in new housing. The illustration at right shows subdivisions completed or under review in the “Westfields” area of Springville as of February 2008.

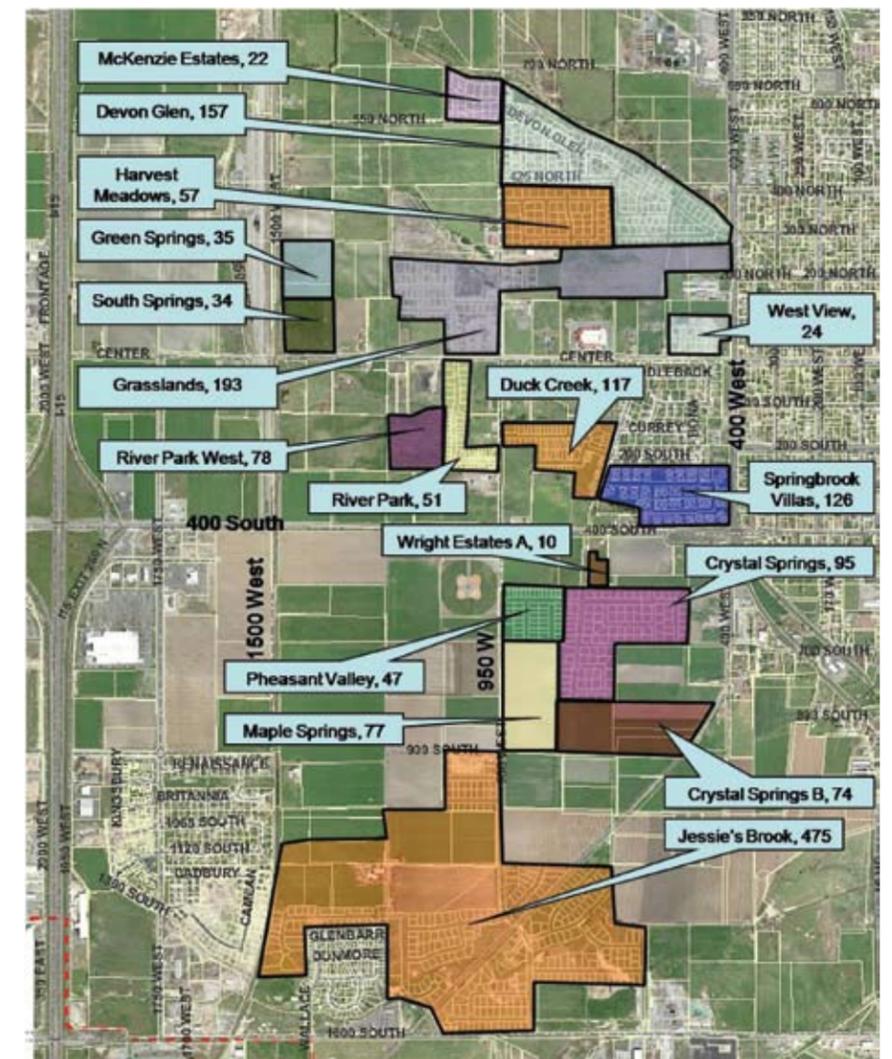
In 2000, the Census Bureau reported that Springville had 7,737 housing units, 97% of which were occupied. 76% of the city’s homes were owner-occupied, while 24% were renter-occupied. Since the census was taken, Springville has experienced dynamic housing growth that continues today.



### Housing in Springville

Total Housing Units	7,737	
Housing Units, Occupied	7,497	96.9%
Housing Units, Owner-Occupied	5,694	76.0%
Housing Units, Renter-Occupied	1,802	24.0%
Housing Units, Vacant	241	3.1%
Median Years in Residence	3.2	

US BUREAU OF THE CENSUS, 2000



Westfields subdivisions complete or under review as of February 20, 2008.

# Families, Income, and Shopping Habits

## FAST FACTS



Springville's average family size  
**3.76 people**

Number of family households:  
**5,025**

Households with individuals under 18:  
**3,249**

Households with individuals 65 and over:  
**1,100**

Percentage annual household growth between 1990 and 2000:  
**2.4%**

US BUREAU OF THE CENSUS, 2000

### Families

Springville is a family community. Nearly 65% of all households have children under the age of 18. The statistics shown here use the definition of a family as householders who live together in the same housing unit, with children. This may include a married couple with children, a female householder with children, or a male householder with children.

### Family Income

Income is a good indicator of the spending power of the market. Per Capita Income includes the income of all persons 15 years old and over. Median Income divides the income distribution into two equal parts, one-half falling above the median and one-half below.

### Springville 2000 Household Income

2000 Median Household Income	\$42,317
2000 Average Household Income	\$48,845
2000 Per Capita Income	\$15,638

US BUREAU OF THE CENSUS, 2000

### Shopping Habits and Trends

As Springville City continues to grow, the demands for shopping alternatives have also increased. Economic development is a high priority for the current Mayor and City Council. Top on the list are companies such as Costco, Target, Lowes Home Improvement and restaurants of all types. A recent market analysis report indicates citizens are eager for department stores, restaurants and craft stores.

### Market Analysis

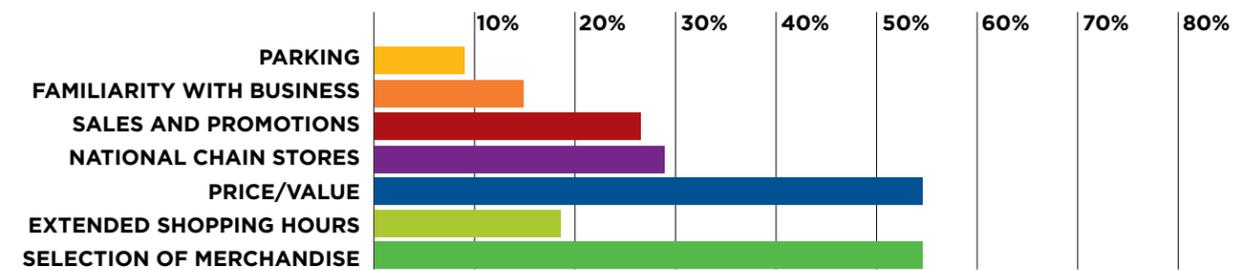
The Springville Downtown Business Alliance in corporation with Springville City and the State of Utah hired Wikstrom Economic & Planning Consultants to review business needs in Springville. The report was presented to the Springville City council in early 2005.

### Leakage Analysis

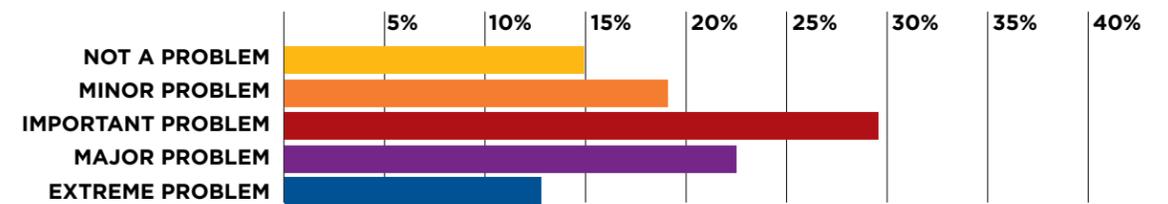
Restaurants	77%
Department stores	356%
Family clothing	9%
Shoes	21%
Sewing and needlework	211%
Camera and photo	1%
Hobbies/games/arts/crafts	2%
Sporting goods	20%

WIKSTROM ECONOMIC & PLANNING CONSULTANTS

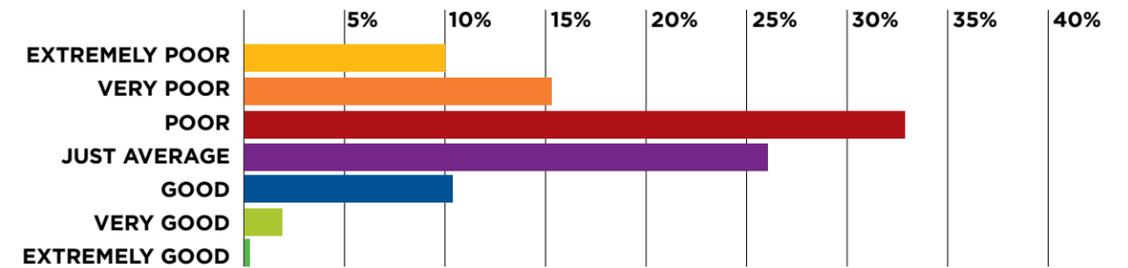
### TOP 7 REASONS WHY PEOPLE LEAVE SPRINGVILLE TO SHOP



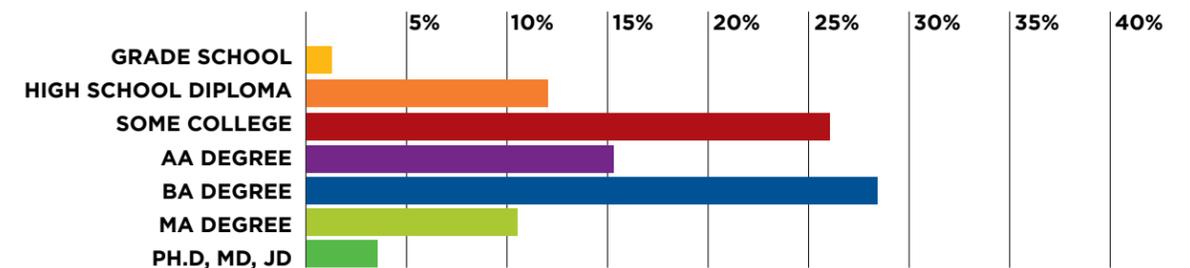
### HOW SPRINGVILLE RESIDENTS VIEW THE LACK OF COMMERCIAL DEVELOPMENT



### HOW RESIDENTS RATE SPRINGVILLE'S DINING-OUT OPTIONS



### SPRINGVILLE RESIDENTS' LEVEL OF EDUCATION



See complete survey results at [http://www.springville.org/survey/springville\\_survey\\_08.pdf](http://www.springville.org/survey/springville_survey_08.pdf)

# Springville's Traffic Count

## Interstate 15

Springville has two I-15 exits leading into town. SR-75 is located south of Provo and SR-77 which is the main I-15 interchange for both Springville and Mapleton City.

Below are daily vehicle traffic counts for Springville City.

### I-15 Traffic, Daily

North of SR-75 (Both Directions)	101,640 vehicles
Between SR-75 and SR77	92, 125 vehicles
South of SR-75	78,140 vehicles

### SR 77 (400 South) Traffic, Daily

SR-77 in the vicinity of 1750 W	19,925 vehicles
SR-75 traveling into Springville and Mapleton	12,910 vehicles

### US 80 (Springville Main Street) Traffic

US 89 north of SR-75	19,175 vehicles
Between SR-75 and Center	26,000 vehicles
SR-77 and SR-51 (leading into Spanish Fork)	19,505 vehicles



## SR77 (400 south) project

Utah Department of Transportation (UDOT) is proposing to widen SR-77 (400 South) and rebuild the I-15 interchange. The purpose of the project is to replace the existing interchange with a single-point urban interchange, construct a new bridge over the Union Pacific tracks at about 1500 West, reconstruct the existing bridge over the Union Pacific Railroad tracks at about 400 West, widen 400 South to five lanes from I-15 to US 89 (Springville Main Street) and add a southbound auxiliary lane to I-15 between SR-75 and SR-77.



Proposed Single Point Urban Interchange (SPUI) from UDOT

## Public Transit

Utah Transit Authority (UTA) has indicated that commuter rail will ultimately be extended to Payson City located south of Springville. The City has planned for an intermodal transportation hub to be located near 400 south and approximately 1500 west.



Current I-15 interchange





## Property in Springville

### I-15 Frontage

Highway Commercial (HC), Regional Commercial (RC) and Light Industrial Manufacturing (LIM) zones can be found along the I-15 freeway. A complete land use matrix can be found in Title 11 of the Springville City code at [http://www.springville.org/municipal-code/Title\\_11.pdf](http://www.springville.org/municipal-code/Title_11.pdf). Typical businesses such as commercial, professional/personal services, auto and vehicle related uses, retail sales and accommodations/food service are permitted use.

Springville City is in a unique position with a large inventory of abundant open space along the I-15 corridor. With the completion of a new I-15 interchange along with a new 4-lane road running from the freeway to downtown Springville, the area will capture not only Springville and Mapleton traffic, but offer exposure to daily I-15 traffic as well. The City Council is flexible to zoning changes to accommodate new growth.



Zoning map showing property around I-15 in Springville, and the same area shown in a satellite photograph. Areas in red are zoned Highway Commercial (HC), and areas in violet are zoned Light Industrial Manufacturing (LIM).

# The Business Environment in Springville

## A History of Great Businesses

In 1944 Springville City had more contractors listed in the City boundaries than any other city per capita in the nation. Contractors listed included Reynolds Construction, Thorn and Sons, Strong and Grant, J.M. Summison, Whiting and Haymond, and W.W. Clyde and Company. Springville City is still home to W.W. Clyde and Company along with established businesses like Nestles Food (Stouffers) and Wing Enterprises (Little Giant Ladder).

## Springville's Labor Force

Springville offer a potential employer the opportunity to tap into an enthusiastic workforce. Springville residences display a strong emphasis on quality of life. Companies such as Nestle Corporation, Wal-Mart Corporation and Little Giant Ladders have recognized Springville's work force and its ability to offer foreign language expertise, Foreign Service experience, high education levels, and a strong work ethic. Springville's strategic location allows its companies to draw upon both the Utah county metro area labor market and the Salt Lake Valley labor market, which adds an additional 600,000-plus worker to the pool.

## Springville Chamber of Commerce

Springville has a very active Chamber organization with over 150 businesses participating. The Chamber is managed by an appointed Executive Director, President and President Elect. Monthly directors meetings are held along with a quarterly seminar series. The Chamber sponsors a yearly schol-

arship golf tournament benefiting the business students at Springville High School. They also sponsor a Safe Halloween activity where over 4,000 kids and adults visit main street businesses for Halloween treats.

## Utah County Work Force

Natural resources and mining	92
Construction	13,129
Manufacturing	17,272
Trade, transportation, utilities	26,840
Information	8,343
Financial activity	6,055
Professional/business services	20,708
Education and health services	34,872
Leisure and hospitality	12,945
Other services	3,991
Government	23,691
<b>Total</b>	<b>167,938</b>



*Nestle USA Food Group Inc. is Springville's largest employer. Its 1800-strong workforce produces Stouffer's frozen foods in this facility.*



## College Student Enrollment

Brigham Young University	37,771
Utah Valley University	22,609
<b>Total</b>	<b>55,380</b>



## Mayor Employers in Springville

			Employees
Nestle USA- Food Group, Inc.			
815 West Raymond Klauck Way	(801) 489-8621	nestle.com	1800
Wal-Mart			
660 South 1750 West	(801) 489-6293	walmart.com	500
Neways International			
2089 Neways Drive	(801) 418-2000	neways.com	440
Springville City			
50 South Main Street	(801) 489-2700	springville.org	400
Flowserve Corporation			
1350 Mountain Springs Parkway	(801) 489-8611	flowserve.com	350
Kitco Inc./Wenor West			
1625 N. Mountain Springs Parkway	(801) 489-2000	wencor.com	308
Nature's Way			
1375 North Mountain Spring Parkway	(801) 489-1500	naturesway.com	300
MMS Pro			
10 North Mountain Spring Parkway	(801) 489-1500	mmspro.com	275
Little Giant Ladders (Wing Ent.)			
1325 West Industrial Circle	(801) 489-3684	littlegiantladdersystems.com	200
Banta Corporation (Book Group)			
2600 North Main Street	(801) 798-0800	www.banta.com	180
Digital Technology International			
1180 North Mountain Springs Pkwy.	(801) 853-5000	www.dtint.com	150

# Property Tax, Sales Tax, and Other Taxes

## Property Tax

Cities and towns receive a portion of property taxes paid on all property within the jurisdiction. Typically, approximately 15% of the total property tax paid is remitted to a city or town, however, this percentage varies by jurisdiction. For more detailed information on property taxes, please visit the Utah State Tax Commission Property Tax Division website at: <http://www.tax.ex.state.ut.us/property/>.

## Sales Tax

The sales tax rate assessed by the State of Utah is 4.65 percent. The tax applies to sales or leases of tangible personal property, transportation charges, intrastate telephone service; meals; gas, electricity or other fuels sold for residential or commercial use; admission or users fees, use of amusement devices; hotel and motel accommodations; and cleaning or repair of tangible personal property. Currently, there are 52 sales tax exemption provisions in place. All money collected from the State sales tax is remitted to the State of Utah. For more detailed information on sales taxes, please visit the Utah State Tax Commission Sales Tax Division website at: <http://tax.utah.gov/sales/rates.html>.



## Local Option Sales Tax

Cities and towns can impose a sales tax rate, up to 1 percent, that is added to the state sales tax rate. Currently, all 237 cities and towns in Utah impose the optional 1% sales tax rate. The sales tax generated is distributed to cities and towns based on the following formula: 50 percent is returned to the point of sale and 50 percent is distributed based on population. From and after January 1, 1990, there is levied, and there shall be collected and paid, a tax upon every retail sale of tangible personal property, services, and meals made within the City at the rate of one percent. Springville Rate = .0625

## Corporate Income Tax

Corporate income tax in Springville is set by state statute. Utah's corporate tax rate is among the lowest in the Rocky Mountain Region, which in turn is among the lowest in the country. Rate = 5.0

## Public Transit Sales Tax

The rate of this tax is 1/4 to 1/2 of 1 percent and is added to purchases, where approved by voters, to finance local bus service. This is a county-option sales tax. Where approved, proceeds of this tax are remitted to the local bus service provider.

## Highway Tax

In communities where the 1/4 to 1/2 of 1 percent tax is not imposed for local bus service, the community may impose this tax for the construction and maintenance of highways. This is a city- or town-option sales tax. Where approved, proceeds of this tax are remitted to the city or town.

## Botanical, Cultural & Zoological Tax (ZAP tax)

This is a county-option sales tax to fund botanical, cultural and zoological activities and centers. This rate of this tax is 1/10 of 1 percent. The tax is currently assessed in Salt Lake, Summit, Uintah and Utah counties. Where approved, proceeds of this tax are remitted to the county.

## Transient Room Tax

The rate of this county-option tax is up to 3 percent of defined accommodation charges.

## Municipal Transient Room Tax

The rate of this city- or town-option tax is up to 1 1/2 percent of defined accommodation charges. Where approved, proceeds of this tax are remitted to the city or town.

## Resort Community Sales Tax

The rate of this city- or town-option tax is up to 1 percent of the purchase price on the same transactions as the state and local option sales tax. This tax may be imposed by municipalities whose transient room capacity equals or exceeds 66% of the permanent population. The tax is currently assessed by the municipalities of Green River, Boulder, Panguitch, Moab, East Green River, Kanab, Park City, Brianhead, Alta, Springdale and Tropic. Monticello also imposes the tax, but only for 1/2 percent. Where approved, proceeds of this tax are remitted to the city or town.

## Restaurant Sales Tax

The rate of this county-option tax is up to 1%. This sales tax is in addition to state and local option sales taxes at restaurants. Where approved, proceeds from this tax are remitted to the county.

Tourism, Recreation, Cultural and Convention Facilities Tax: This county-option tax can be imposed as up to 3% on short term leases of motor vehicles, up to 1 percent in restaurants, and/or up to 1/2 of 1 percent for every hotel, motel or inn room rented. Where approved, the proceeds of this tax are remitted to the county.

## Municipal Energy Sales and Use Tax

This city- or town-option tax of up to 6% may be charged on electric and natural gas users in the community. Where approved, the proceeds of this tax are remitted to the city or town.

## Class C Road Monies (Motor Fuel Tax)

The state tax on motor vehicle fuel is 24.5 cents per gallon. Cities and towns receive 25% of the proceeds of this tax. The state receives the remaining 75%.

## Utilities and Air/Water Quality

### Natural Gas

Questar is the most dependable and economical natural gas service available. <http://www.questar.com/>

### Electricity

Springville has been in the power generation business from the very beginning of the electric age. In 1904, Springville was one of the first to be self-sufficient with regards to generating its own electric power. Springville was instrumental in installing one of the first hydroelectric power plants in the state of Utah. The Hobbie Creek Hydroelectric Power Plant, located in beautiful Hobbie Creek Canyon, is still in operation today. Today, Springville has five hydroelectric plants and one 34-megawatt natural-gas power plant. Over the past five years, the generation from these plants has exceeded expectations and has out-performed almost every City utility in the Utah Associated Municipal Systems (UAMPS) organization. Since 1904, Springville's peak electrical power load has grown from 300 KW to 50 megawatts and 8,500 connected meters. With the inflated cost of power in today's market, power generation facilities are essential to small cities which do not have the resources to offset the sky-rocketing costs of power.

### Distribution & Transmission Rates

*Large Commercial (peak demand is greater than 35 KW during any billing period)*

- \$0.1161 per KWH for the first 10,000 KWH

- \$0.0783 per KWH for 10,001 to 100,000 KWH
- \$0.0707 per KWH for usage over 100,000 KWH
- \$6.90 per KW for peak demand over 5 KW
- \$35.00 monthly service charge for large commercial accounts.

#### *Large Commercial (Interruptible)*

- \$0.1161 per KWH for the first 10,000 KWH
- \$0.0783 per KWH for 10,001 to 100,000 KWH
- \$0.0707 per KW for usage over 100,000 KWH (No demand charge unless demand exceeds 1,800 KW during the billing cycle—if demand exceeds 1,800 KW a full demand charge will be billed at the Large Commercial demand rate for all demand over 5 KW.)
- \$35.00 monthly service charge for large commercial (interruptible) accounts.

### Water

Water rates for commercial users are \$10 (minimum monthly fee) plus \$1.05 per 1,000 gallons used.

### Solid Waste Disposal

Springville provides full capacity sanitation and solid waste disposal, along with providing a mulching program to help reuse green waste.

### Air and Water Quality

The Utah Department of Environmental Quality (DEQ) maintains a Division of Air Quality that reviews and approves development projects on a site specific basis if the project is of a certain magnitude or type. The department is also involved in monitoring certain construction sites looking at emissions of fuel burning equipment, fugitive dust, incinerators, asbestos removal, open burning, etc. The reviews are standard procedure and are part of the normal construction process so they should not be viewed as a constraint. Like air quality, water quality is monitored and enforced by DEQ. The concerns for the region are many as clean water is an extremely valuable and fragile resource.

### Telephone

Qwest supplies Springville along with other Utah County cities. <http://www.qwest.com>.





## Recreation

“It’s a region where you can ski perfect powder snow in the morning, and play 18 holes of golf the same afternoon. Fish one of a thousand high mountain lakes at sunrise, and wander through a desert ghost town at dusk. Let a ride on a steam-powered train take you back a hundred years, or a visit to a university research center thrust you into the future. And all the while, nature greets you with spectacular sights at every turn of the road.”

—*Mountainland tourism brochure*



### **Hobble Creek Golf Course**

(801) 489-6297

Springville’s regulation 18-hole championship Golf Course with Pro-Shop, Snack Bar, Driving Range, Putting Greens, and Chipping Green. Critically acclaimed by *Golf Digest Magazine*.

Renowned Architect: William P. Bell  
*Golf Digest*

2006-2007

★★★★½ (four-and-a-half out of five stars)

### **Springville’s Canyon Parks**

Springville City operates several parks, pavilions, camping spaces and a winter recreation program in Hobble Creek Canyon at the entrance to the Uinta National Forest.

# The Springville Museum of Art

## Mission Statement

The purpose of the Springville Museum of Art is to provide quality life-affirming art, cultural and educational opportunities to the community of Springville (Utah's Art City), the arts community, students and educators, and the public at large.

The Museum encourages our youth to develop into thoughtful individuals and caring human beings. We recognize the seed of potential within each individual and seek to nurture growth through the creative process, positive cultural values, an acquaintance with excellence, and a belief in the beauty of life. We emphasize art, asymmetrically balanced toward traditional aesthetic values, though we also understand and appreciate visionary and modernist art. To this end, the Museum plays a unique and under-represented role in Utah and the Intermountain West.

As expressed by the Museum's founders, our vision is that the absolutes of truth, beauty and pathos, sensitivity and power of fine art to "refine the minds of youth and build character in all people," [John Hafen] and that "art is a necessity for a well ordered life" [Cyrus E. Dallin]. Our goal is to promote the Museum as "a sanctuary of beauty and a temple of contemplation" [David O. McKay].

## History

Utah's first museum for the visual arts, this beautiful Spanish Moroccan Style building would be worth visiting even if there were no art. Dedicated as a



"Sanctuary of Beauty and a Temple of Contemplation" by David O. McKay, the Museum houses over 2,000 works; 1,500 of which are Utah art. The impressive collection of 150 years of Utah fine art, twentieth century Soviet Socialist Realism and American art, and 15 exhibitions per year are displayed throughout 29 galleries.

The Museum recognizes the seed of potential within each individual and seeks to nurture growth through the creative process, positive cultural values, and a belief in the beauty of life. Through the vision and generosity of Museum donors, visitors, members and volunteers, the Museum is able to fulfill the mission of its founders, John Hafen and Cyrus Dallin in refining minds and building character through fine art.

The Museum is a non-profit fine arts institution, and has provided cultural and educational opportunities to residents and visitors of Utah for nearly 100 years. The history of the Museum began in 1903, with the donation of two

works of art to Springville High School by Cyrus E. Dallin and John Hafen. Dallin became famous for his heroic depictions of the American Indian, and Hafen for his sensitively rendered impressionistic landscapes. In 1907 a number of Utah artist agreed to donate paintings to the school, including: James T. Harwood, John B. Fairbanks and Mahonri M. Young. The students became interested in art and collecting, and began purchasing paintings and sculpture through an "Art Queen" program. Each student paid a penny-per-vote. The girl with the most votes was named queen, and the funds were used to purchase artwork for the Museum's collection.

Cultural and educational offerings at the Museum have expanded over time in response to community desire and need. A Paris Salon style exhibition was put on in 1921 by the High School students, which has continued as the Annual Spring Salon to this day. In 1925 the Museum, then called the High School Art Gallery, was incorporated. Generous donations from the Smart, Steed and Lund-Wassmer Collections have strengthened the Museum's permanent collection. By 1935 the collection had grown so much that the students and townspeople raised \$100,000 during the Great Depression to construct the present facility. The Museum has since been expanded and modernized with the addition of the Clyde Wing in 1965, and the George S. and Delores Dore Eccles Wing in 2004. The latest addition doubled the size of the facility, adding 20,000 square feet to the Museum.



# Environment and Education in Utah Valley

## Utah Valley Attractions

Utah County boasts a variety of fun things to see and to do. There are outstanding scenic views, including Mount Timpanogos, Timpanogos Cave National Park, Bridal Veil Falls, Cascade Springs, Utah Lake, Alpine Loop Scenic Byway, and Nebo Loop Scenic Byway. If you're a history buff, Utah County has some interesting historic sites including Camp Floyd and Stagecoach Inn State Park, the Historic Provo Tabernacle, and more.



*Bridal Veil Falls in Provo Canyon*

Because the "Greatest Snow On Earth" is in Utah, skiing is a favorite winter activity. There are many excellent ski areas, within an hour's drive of Utah County, including Utah County's own Sundance Resort in Provo Canyon which is owned and operated by actor Robert Redford.

Collegiate sports are brought to the county by Brigham Young University, a member of the Mountain West Conference (MWAC), a frequent championship contender and host to national tournaments. Junior college sports are brought to the valley by Utah Valley University. They are a Division I Junior College program.



*Wildflowers on Mt. Timpanogos*

With all of the parks, lakes, and mountains, there are many fun outdoor activities. Biking, hiking, and boating are a few of the things you can do. Hunting and fishing are also favorite activities. Hunting in Utah County includes animals like deer, elk, pheasant, and waterfowl. Utah County also has facilities for golfing, dancing, and ice skating. In the summer you can cool off by playing



*The Brigham Young University Campus in Provo*

on the water slides at our own Seven Peaks Resort Water Park.

The culture is enriched by museums and art galleries such as the Springville Museum of Art, BYU's Museum of Art, John Hutchings Museum of Natural History, The Apple Basket, and Elite Photography and Gallery. There are also plenty of concerts, operas, dramas, musicals and movies at a variety of theaters, tabernacles, and schools.

## Nebo School District

Public schools in Springville are part of the Nebo School District, the sixth-largest school district in Utah. The district is known for its outstanding quality of education, and consistently scores above state and national norms on beginning and end-of-level assessments. Nebo School District's attendance rate is greater than 95%, and its graduates receive more than \$2.3 million in college scholarships annually.

## Brigham Young University

Brigham Young University seeks to develop students of faith, intellect and character who have the skills and the



*The Utah Valley University Campus in Orem*

desire to continue learning and to serve others throughout their lives. Established in 1875, the university provides an outstanding education in an atmosphere consistent with the ideals and principles of its sponsor, The Church of Jesus Christ of Latter-day Saints.

Known for its academically minded and internationally experienced student body, its world-class teaching and its beautiful mountain location, BYU is also recognized for its extensive language programs, talented performing arts ensembles, outstanding sports programs and devotion to combining solid scholarship with the principles of the restored gospel of Jesus Christ. [www.byu.edu](http://www.byu.edu)

## Utah Valley University

Utah Valley University is a teaching institution which provides opportunity, promotes student success, and meets regional educational needs. UVU builds on a foundation of substantive scholarly and creative work to foster engaged learning. The university prepares professionally competent people of integrity who, as lifelong learners and leaders, serve as stewards of a globally interdependent community. [www.uvsc.edu](http://www.uvsc.edu)



*The Utah Lake State Park offers boating, fishing, picnicking, and other activities.*



*Skiing at Robert Redford's Sundance Resort is a popular winter activity in Utah Valley.*

## NEBO DISTRICT FACTS

Number of square miles covered by Nebo School District, which operates Springville's public schools:

**1300**

Number of schools operated by Nebo School District:

**34**

Number of communities where those schools are located:

**7**

Number of students enrolled in Nebo School District schools:

**25,000+**

Number of employees in Nebo School District:

**3352**

Average number of meals served daily in Nebo District cafeterias:

**16,101**

Number of miles traveled by the district's 135 busses yearly:

**2,100,000+**



**Springville**

*Community. Service. Reliability.*

**Springville City**

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