

# STATE OF SPORT

# SCOREBOARD

UTAH SPORTS COMMISSION

QUARTERLY NEWSLETTER



JUNE 2010

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**Ironman St. George Delivers**



The Ford Ironman St. George provided the perfect example of how a sporting event can affect a community in multiple areas. The event attracted 1,916 racers providing an estimated \$7.85 million in economic impact to the area, NBC will broadcast the event showcasing the beautiful landscape encompassing the course, over 4,000 volunteers assisted the event and the community at-large embraced the event, providing a celebration of the human spirit.

### Participant survey facts:

- 52% said this was their first introduction to the area
- 40% visited the area to train prior to race week
- 78% said they will visit Zion while there
- 98% rated St. George as a Great Place and Friendly People
- 82% said it was a Great Week
- 75% said it was a Fabulous Race
- 68% plan to return for vacation

*"My hat is off to you all in St. George! It was one of the most special Ironmans I have ever been at. The energy and electricity in the air was infectious. Whatever*

## President's Message

On the heels of a busy spring, Utah is gearing up for a very full calendar of events over the summer months. Not only are there numerous events taking place, but the variety of sports represented continues to broaden Utah's portfolio of major sports and sport events taking place throughout Utah. From the speed driven motor sports, endurance, running and cycling events, team sports, action sports, to Olympic-related events, and even combat sports, Utah is showing why it calls itself "The State of Sport".

The Utah Sports Commission has terrific partners that are key to achieving the common goal of Utah being a sports destination and benefitting from the economic benefits that come to the State as a result. We would like to thank the events rights holders, venues, tourism and hospitality community, local clubs & associations, various sport governing bodies, Utah Legislature, Cities & Towns, sponsors and of course the volunteers.

Sincerely,

Jeff Robbins  
President & CEO  
Utah Sports Commission

## In the News....

### Summer Dew Tour Returning to Thrill Utah Fans

Alli Sports, the Utah Sports Commission and EnergySolutions Arena will once again partner to bring the Dew Tour back for a 4th year September 16-19, 2010. The event is televised on NBC and brings an estimated \$13 million in economic impact to Utah. Salt Lake will be one of three multi-sport stops on the tour featuring Skate Park, Skate Vert, BMX Dirt, BMX Vert, and BMX Park. [www.allisports.com](http://www.allisports.com)



### Ultimate Fighting Championship in Utah For First Time

Ultimate Fighting Championship makes its Utah debut August 1, 2010 at EnergySolutions Arena. Rising UFC star, Jon "Bones" Jones has captivated the fight world with a dynamic style that has already led him to wins over Brandon Vera and Stephen Bonnar. On August 1st, the light heavyweight phenom will be put to the test like never before by former world title challenger Vladimir Matyushenko, a hard-nosed veteran who has the power and the style to derail Jones and move one step closer to a shot at the



*you did to promote the event to the community, it was a home run. I haven't stopped telling people about it since I arrived home. After over 90 Ironmans, this one set a precedent on how to put on a first year event. I can't wait to see what you come up with for next year." Mike Reilly, VP & Consultant of Major Events, "Voice of Ironman"*

#### Event Links

[SuperFly Open](#)  
[NCAA Basketball Regional](#)  
[AMA Supercross](#)  
[Ironman St. George Utah](#)  
[FIM Superbike](#)  
[Big Mountain Jam](#)  
[TRIFECTA Series Triathlons](#)  
[ABABMX Great Salt Lake National](#)  
[Utah Valley Marathon](#)  
[Utah Championship](#)  
[IRHA Nitro Jam](#)  
[Lucas Off-Road Series](#)  
[Game Day USA](#)  
[Capitol Reef Classic](#)  
[Archery World Cup](#)  
[Larry H. Miller Tour of Utah](#)  
[Powder Mountain Motocross](#)  
[Ultimate Fighting Championship](#)  
[Hurt in the Dirt](#)

[Volunteer Now](#)



title. Don't miss it! [www.ufc.com](http://www.ufc.com)

#### Utah Championship Teeing it Up at Willow Creek CC

The Nationwide Tour's Utah Championship is back at Willow Creek Country Club September 9-12, 2010. Golf Channel will cover the action as the professionals compete for their card on the PGA Tour. This year's event is excited to present non-profit organizations with an exciting new opportunity through the "Tickets For Charity" program. The PGA Tour has long believed in giving back to charities and through its tournaments has raised over \$1 Billion dollars for charity. Organizations can sell Utah Championship tickets and keep 90% of the proceeds! That's right, 90% of all ticket sales generated for the Utah Championship stays with its charity! [www.utahchampionship.com](http://www.utahchampionship.com)



#### IHRA Nitro Jam, "The Most Powerful Show on Earth"

IHRA Salt Lake Nitro Jam makes its way to Rocky Mountain Raceway June 18-19, 2010. The event will include Top Fuel Dragsters, Pro Fuel Dragsters, Jet Trucks, Prostagia Nitro Funny Cars and Fireworks. Come join the fun! [www.rmracing.com](http://www.rmracing.com)



#### Utah to Host Archery World Cup

For the first time in history, the U.S. will host an Archery World Cup stage. Utah will welcome elite archers from over 30 countries as they compete in Ogden August 3-7, 2010. The Series features the best international archers competing at four qualifying stages earning valuable World Cup points in hopes of becoming one of the 36 athletes that will compete in the World Cup finals in Edinburgh, Scotland, Sept. 18-19. The other qualifying events for the 2010 World Cup are: Porec, Croatia; Anatayla, Turkey; and Shanghai, China. The first part of the Ogden World Cup will be held at Weber State University, with the finals being shot at picturesque Lindquist Field in downtown Ogden. This same event will also be held in Ogden in 2011 and 2012. [www.ogdenwc.com](http://www.ogdenwc.com)



## A Look Back.....

### Spring's Major Sporting Events

Utah received significant national and international exposure through the hosting of several high profile events during the spring of 2010. [The NCAA Men's West Regional Basketball](#) tournament came to EnergySolutions Arena bringing an estimated 10,000 visitors to our state. [AMA Monster Energy Supercross](#) returned to Rice-Eccles Stadium providing excitement to over 38,000 cold and wet fans, while the St. George area was host to [Ford Ironman St. George](#) resulting in what race organizers called an "epic" course. In addition to having almost 2,000 athletes participate, 4,000 volunteers showed their Utah hospitality assisting with the race. The [HAANSpre FIM World Superbike Championships](#), the only USA stop on the series, thrilled crowds at Miller Motorsports Park. This international event brings approximately \$16 million in economic impact to Utah and provides an estimated \$17 million in media value as it is broadcast world-wide on Eurosport and SPEED Channel. The 3rd annual [Best Superfly Open](#) held at Powder Mountain brought snowkiters from around the U.S. as well as Canada, Austria and even Aruba. The [St. George Triathlon](#) and the [NJCAA Division 1 Softball Championships](#) also filled out Utah's sports calendar.





## Upcoming Events

### ABA BMX Great Salt Lake National - Pro UCI Series

BMX Racing will be on display at Rad Canyon BMX in South Jordan July 2-4, 2010. Over 1,000 riders will be challenged by this venue which has been hailed as one of the nation's best BMX facilities in the country. [www.ababmx.com](http://www.ababmx.com)

### Utah Valley Marathon

The Marathon will showcase the beauty of Utah Valley June 12, 2010. This marathon is one of the fastest spring marathons and is a Boston Marathon Qualifier. The new 2010 course proceeds farther up Provo canyon and goes down University Avenue straight to the Provo Towne Center Mall. [www.utahvalleymarathon.com](http://www.utahvalleymarathon.com)

### Ragnar Relay Wasatch Back

In its 7th year, the Wasatch Back will challenge teams of 12 as they run over 188 miles along the backside of the Wasatch Mountain Range over a 24-hour period. On June 18-19, 2010 each team member will run 3 legs ranging from 3 to 8 miles. Participants dress in wacky attire, making the event as much fun as it is challenging. [www.ragnarrelay.com](http://www.ragnarrelay.com)

### Lucas Off-Road Series

Miller Motorsports Park adds another great event to its calendar June 26-27, 2010. Created in 2008, this series is an example of "short-course off-road racing" in which 2 and 4-wheel drive trucks and off-road buggies race on man-made dirt circuits comprised of straights, whoops, jumps and corners. [www.millermotorsportspark.com](http://www.millermotorsportspark.com)

### The Big Mountain Jam "All Under One Roof Tour"

Experience the biggest basketball event in Utah history! The event will be played at the South Towne Expo Center in Sandy, Utah, June 29th-July 3rd, 2010. This basketball tournament will feature: 24 full size basketball courts, 200+ teams that include 2,000+ players and coaches, 4,000+ parents and fans, over 150 referees and score keepers with 24 games being played at the same time "All Under One Roof". There will be 900+ games played during the 5 day tournament. In conjunction with Big Mountain Jam, South Towne will host a Sports Trade Show July 1st and 2nd. [www.bigmountainjam.com](http://www.bigmountainjam.com)

### Game Day USA Salt Lake City Showdown

The Ron Wood Park in West Jordan will host 9-16 year olds July 30-Aug 1, 2010 in this first year baseball and softball event. The concept behind Game Day USA is for families to attend tournaments for their sons and daughters at the same time and same location. [www.gamedayusa.com](http://www.gamedayusa.com)

### Capitol Reef Classic

This 3rd annual high-desert bike race takes place July 16-17, 2010. Designed to challenge the most experienced rider to the recreational cyclist, this course visits the towns of Torrey, Loa, Teasdale and Bicknell. [www.capitolreefclassic.com](http://www.capitolreefclassic.com)

### Larry H. Miller Tour of Utah

"America's Toughest Stage Race" will happen August 17-22, 2010. This year's race will include "The Ultimate Challenge," a non-competitive ride for cycling enthusiasts to be held Saturday, August 14, 2010. The Tour of Utah will co-host the Challenge along with Dave Zabriskie, Utah native and the third American ever to wear the yellow jersey in the Tour de France. Described as "America's toughest one-day cycling adventure," The Ultimate Challenge is a 96-mile ride

for amateur cyclists covering nearly 11,000 feet of climbing. The Challenge course, starting in Park City and finishing at the Snowbird Ski and Summer Resort, is the same route that will lay waste to the world's top professional bike racers a week later during the Tour of Utah. [www.tourofUtah.com](http://www.tourofUtah.com)

#### Scofield and Park City Triathlons

The growing sport of Triathlon, will find two beautiful locations this summer. Scofield will host a triathlon on July 17, 2010 and Park City on August 14, 2010. Park City is the perfect place to spend the hot summer days and race. The Park City Triathlon race will feature a wonderful mountain lake swim at Jordanelle State Park, followed by a bike course with rolling hills and a great climb and a scenic run through Park City and the amazing Newpark Town Center. Both races include Sprint & Olympic Triathlon distances and the Scofield race has an "Escape" distance. [www.bbsctri.com](http://www.bbsctri.com)

#### USTA BG16 Zone Team Championships

Utah Tennis Association will play host to this USTA Sanctioned tennis tournament on July 28-August 1, 2010. [www.utahtennis.com](http://www.utahtennis.com)

#### Powder Mountain Motocross

The second annual Monster Energy Powder Mountain Motocross is coming August 19 - 22, 2010. A very unique course was designed on the ski runs at 8000 feet by Supercross legend Jeremy McGrath. Jeremy's involvement along with Monster Energy made the event recognized on a national level instantly. This was the largest motocross event Utah has had other than the Supercross series events. Confirmed television coverage on Fuel TV as well as web-casts on Racer-X, Transworld Motocross, Monster Energy, Skull Candy, Rockwell and Thor TV. Jeremy McGrath is also confirmed to compete and film an episode of firsthand at the event.

[www.powdermountain.com/motocross](http://www.powdermountain.com/motocross)

#### Hurt in the Dirt

Get Out and Live (GOAL) invites you to Hurt in the Dirt, July 31, 2010 at Ogden's historic Fort Buenaventura. This twilight off-road duathlon consists of a twisting run course through the trees, over logs and through water of the Weber River bottoms and a spaghetti bowl mountain bike course through the sand, mud and dirt that surround the fort. When the sun has finally set and the carnage has been swept from the course, you'll join spectators and exhibitors on the grassy expanse in the center of the fort for some liquid recovery from Roosters Brewing Company and a bit of O-town's best live music. Space is limited to 40 solo slots and 120 two-person teams. Register now to secure your spot!

[www.hurtinthedirt.com](http://www.hurtinthedirt.com)

#### 2011 U.S. Junior Figure Skating Championships

Salt Lake Figure Skating will host the Championships at the Salt Lake City Sports Complex December 13-18, 2010. The U.S. Junior Figure Skating Championships is the premier competition for skaters advancing from nationwide regional championships at the juvenile and intermediate levels. Salt Lake will host over 400 of the nation's best young skaters from across the United States, in addition to their families, coaches, officials, judges and other figure skating enthusiasts bringing the national spotlight to the community through the sport of figure skating. Community support and involvement is needed. For more information email [tiffinutah@hotmail.com](mailto:tiffinutah@hotmail.com) or call 801-638-1905.

[www.saltlakefigureskating.com](http://www.saltlakefigureskating.com)

## Venue Highlight

### ROCKY MOUNTAIN RACEWAY - West Valley City, Utah

Rocky Mountain Raceways first opened its gates in 1997 and has since grown into a nationally recognized motorsports venue. The IHRA ¼ mile drag strip has 9,000 spectator seats and 35 acres of pit area. The ASA sanctioned 3/8 mile, paved oval has 5,200 spectator seats and 500 pit area seats. Built in 2006, the Plaza Cycle Motocross Park is just over a mile long with 2 acres of fully enclosed pit area and 1,200 bleacher seats. Rocky Mountain Raceways also has a 52 person VIP Suite and 5,400 square foot convention center available for rental.

Rocky Mountain Raceways is equipped to facilitate almost any kind of motor sports event. In addition to drag, oval and motocross racing Rocky Mountain Raceways also hosts drifting, Monster Trucks and the Utah Criterium Cycling Series.

IHRA Nitro Jam will be returning to Rocky Mountain Raceways June 18 to the 19, to showcase international and local drag racing, including Top Fuel Dragsters, Pro Fuel Dragsters and Prostate Nitro Funny Cars. lays claim to one of the few figure-eight tracks in the United States and hosts a figure-eight Monster truck show.



Contact Info:  
 6555 West 2100 South West Valley City, Utah 84128  
 Phone (801) 252-9557 Fax (801) 252-9547  
 Website: [www.rmrracing.com](http://www.rmrracing.com)

## From the Utah Sports Commission

The Sports Commission values its relationships with business and government leaders, facility owners, chambers of commerce, tourism partners, universities, clubs and other organizations and attributes its success to these partnerships.

Utah Sports Commission  
 201 South Main Street  
 Salt Lake City, Utah 84111  
 801.328.2372  
[www.utahsportscommission.com](http://www.utahsportscommission.com)

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