

New Facility Director Named at Salt Lake County Equestrian Park

FOR IMMEDIATE RELEASE

Salt Lake City, UT – SMG, the company that manages the Salt Lake County Equestrian Park & Events Center on behalf of Salt Lake County, has hired Jo E. Stowell as the new Director of the South Jordan facility. Ms. Stowell comes to Utah from Illinois where she was the Senior Sales Manager and Department Head of the Peoria Civic Center.

Dan Hayes, General Manager of the Salt Palace Convention Center, South Towne Exposition Center and the Equestrian Park, made the announcement on Wednesday, October 19th. “We are very pleased to welcome Ms. Stowell to the Equestrian Park. She brings with her a combination of skills and experience that will help set a new course for this facility. In addition to working over 10 years at the Civic Center, she has spent an equal amount of time working with the equestrian community at Bridlewood Stables in Peoria. Her leadership skills, vast sales experience and her history with horses were key factors in offering her the position,” said Hayes.

The hiring process for the new Director was a cooperative effort between the Salt Lake County Community Services Department, Salt Lake County Council, the Equestrian Park Advisory Committee and SMG. This special interest in the selection process was borne out of events that occurred earlier this year when the future of the Equestrian Park was being discussed. The Salt Lake County Mayor’s office put forth four different scenarios that ranged from closing the facility to converting it into a regional, multi-use park.

In August, the Council agreed with the Mayor’s recommendation to maintain the equestrian programming and opportunities at the park, as well as to invest in the maintenance and improvements needed at the facility. Five million dollars has been earmarked within the \$90 million dollar Parks & Recreation Projects bond the County hopes voters will approve in November.

This infusion of cash and commitment from the County will help revitalize the Equestrian Park. Ms. Stowell says she’s up for the challenge. “I am so excited to be part of the process to improve the facility. With better amenities and a ramped up sales effort to bring new and larger events to the Park, the County will soon see a return on its investment. I’m looking forward to working with all of the various user groups at the Park, from the equestrian crowd to other athletic organizations, consumer shows to community groups,” Ms. Stowell commented.

In addition to her experience at the Peoria Civic Center, Ms. Stowell also worked at the Peoria Area Convention and Visitors Bureau. She has a Bachelor of Science degree in Communications and Creative Advertising from Bradley University in Peoria and is a member of several professional organizations.

The 120-acre Salt Lake County Equestrian Park is located in South Jordan. It features an indoor arena and events center; outdoor arenas, a polo field, racetrack, grandstands and meeting rooms. There are short and long-term boarding facilities and other amenities for horses. The facility is home to the annual Salt Lake County Fair.

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