CITIZEN OF THE YEAR

William (Bill) Hicks

Each year during Price City International Days, a local resident is nominated by the community and recognized as Citizen of the Year—someone whose dedication, service, and commitment help make our community stronger. This year, that honor goes to Bill Hicks, a leader whose passion for bringing people together, commitment to local business, and willingness to serve have made a lasting impact on Price.

Bill's journey is one of passion, perseverance, and a lifelong love for serving others. As the Executive Chef and owner of Farlaino's Café on Main Street in Price, Bill has turned a dream of restaurant ownership into a reality while creating a welcoming place where community members gather, connect, and enjoy great food.

Culinary Roots & Career Growth

Born and raised in Great Falls, Montana, Bill attended Montana State University in Bozeman before moving to Seattle, where he discovered his passion for the culinary arts. His early experiences working at Red Robin, Planet Hollywood, and Gordon Biersch helped shape his skills and love for creating memorable dining experiences.

Bill continued growing as a chef when he moved to San Francisco, where he earned a promotion to Sous Chef at Planet Hollywood and further developed his craft while working alongside an Italian chef at Pasta Pomodoro. These experiences helped build the foundation for the culinary expertise and creativity he brings to his work today.

Family & The Move to Utah

Bill temporarily stepped away from the kitchen to return to Montana and care for his parents. While working for the American Red Cross, a chance connection introduced him to Angela, his future wife, who was working with the Red Cross in Salt Lake City. After months of long-distance communication and a visit in person, Bill relocated to Utah in 2007 to begin their life together.

Bill and Angela married in 2009 and are proud parents of two children. Family has remained at the center of Bill's life, and his journey to Price has been shaped by his desire to build a strong community and create meaningful connections.

Thriving in Price & Achieving the Dream

In 2014, Bill and his family moved to Moab, where he returned to cooking and continued pursuing his passion for the culinary arts. In 2019, the family relocated to Price to be closer to loved ones. Bill quickly became an important part of the community, bringing his warm personality, leadership, and dedication to his role as Head Chef at the local college.

In 2023, Bill participated in the inaugural Eastern Leadership Academy, where he gained valuable business knowledge and strengthened connections throughout the region. Shortly afterward, a visit to a former coworker at Farlaino's introduced him to a new opportunity. He immediately saw the potential of the Main Street café and the important role it could continue to play in the community.

Taking the Reins

In March 2024, Bill's dream became a reality when he took ownership of Farlaino's from its retiring owner. Today, he continues to grow the café while investing in the revitalization and success of Main Street.

Beyond his work as a restaurant owner, Bill is deeply committed to serving his community. He currently serves on the local Tax Advisory Board, the hospital's Patient and Family Advisory Council (PFAC), and the Grad Night Committee, supporting local students and community initiatives.

Bill's dedication, leadership, and willingness to serve others represent the true spirit of community that International Days celebrates.

Please join the International Days Committee in congratulating Bill Hicks, the 2026 International Days Citizen of the Year by joining us at Opening Ceremonies and the Grand Parade!