



U R Economic Development



Volume 1 Issue 3

Newsletter Date 3rd Quarter 2013

Special points of interest:

- Utah #1 Again US Chamber of Commerce
- Davis County Meeting
- Zero Fatalities on the road
- Market your community

Inside this issue:

Presidents Message	1
Top 10 Site Selection Decision Factors	1
Calendar	2
US Chamber of Commerce Ranks Utah #1	2
What Marketing Materials Should a Community Be Interested In?	3
UDOT's Strategic Goals "Why So Many Orange Cones"?	3

Presidents Message



Utah Alliance For Economic Development

As a statewide organization the Utah Alliance for Economic Development works to strengthen every city, town and county in Utah. Each region of the state is unique and has the potential to benefit us all. The Uintah Basin is booming with energy production, the Wasatch Front is home to world-class food, arts and the best snow on earth, southern Utah is home to beautiful national parks that attract visitors from all over the world.

I was recently invited to participate in "collaborative economic development" at its finest! We all recognize importance of the Aerospace and Defense Industry in Utah's Economy. In an effort to strengthen this sector and bring an estimated 23,000 jobs and \$23 billion dollars into Utah, a group called Mountain West Unmanned Systems Alliance or MWUSA teamed up with several Utah universities, the Governor's Office of Economic Development, the Economic Development Corporation of Utah, as well as private industry, counties, cities and towns across our state, to put together a bid for one of six Federal Aviation Administration (FAA) Unmanned Aerial Systems (UAS).

Commercial UAS aviation has the potential to change the way we farm, search for missing hikers, fight fires etc. A map found in a Salt Lake Tribune article dated August 24, 2013 (see link below) shows a project area that includes over 12,000 square miles in four areas of the state. A project this size, needing such a variety of resources and expertise, has called for collaboration between entities across the state and they have all stepped up to the challenge. Whether Utah is chosen to be one of the six FAA UAS sites or not, the MWUSA will move forward together to make sure that Utah is an active participant in the future of aviation. On Monday, September 30th, the first meeting of the newly created Governor's UAS Test Site Advisory Board met to get an understanding and status of UAS opportunities and discuss Utah's role. This board includes state leaders such as former Senator and astronaut Jake Garn. There was unanimous agreement among the board to go forward. Together...we all win!

Link to SLTribune article: <http://www.sltrib.com/sltrib/politics/56774335-90/utah-state-unmanned-test.html.csp>

Sincerely,
Linda Gillmor
Web Administrator - Utah Alliance for Economic Development



Top 10 Site Location Decision Factors

According to Area Development site and facility planning, site selectors top 10 decision factors include:

- Labor Costs
- Highway Access
- Skilled Labor
- Advanced ICT Services
- Occupancy and Construction Costs
- Energy Availability and Costs
- Corporate Tax Rate
- Available Buildings
- Tax Exemptions
- Low Union Profile

Knowing and understanding what site selectors look at helps communities and businesses be more competitive and make a better impression. When preparing your information for a site selector keep these factors in mind and be prepared to comment on them.

Area Development site and facility planning



America will never be destroyed from the outside. If we falter and lose our freedoms, it will be because we destroyed ourselves.

[Abraham Lincoln](#)



Calendar/Upcoming Events

Utah Alliance Fall Meeting October 24th at the Davis Conference Center in Layton Utah. This is a must attend meeting for the year. Guest speakers include Randy Shumway, Zions Bank Economist and Lt. Governor Gregg Bell. Panel discussions include "Political Will and How It Affects Economic Development", a

study on land development and how the city and incentives play a role in that process. Regional transportation and what roll it plays in economic development. Final panel discussion is around regional dynamics and how economic development doesn't occur in a vacuum. The afternoon is packed with a bus tour to ATK, Janicki Indus-

tries and Lifetime Products. All three of these facilities are state of the art within their industries. ATK is the leader in fiber layout for the J-35 Fighter Jet, Janicki Industries does mill work on the composites and Lifetime Products molds and presses plastics and metals. This will be a highlight of the day. Reserve your space now.

Utah, There is No Better Place U.S. Chamber of Commerce Ranks Utah as the Top Performer in the Nation

The U.S. Chamber of Commerce in this year's Enterprising States report has named Utah a "boom state." The authors declared that Utah was the only state in the nation that had successfully ranked as a "Top 10" state in all six areas they assessed. Those categories are: economic performance, exports, business climate, talent pipeline, infrastructure and innovation & entrepreneurship.

"I am very pleased with the rankings given by the U.S. Chamber of Commerce report because they reflect our State's determination to lead the nation in economic performance," Governor Gary R. Herbert said. "As the Wall Street Journal noted, Utah truly is the 'brightest shining star' on the nation's flag."

A few of the major reasons cited by the U.S. Chamber report for Utah's outstanding performance are the state's focus on high-tech business, STEM education and exporting. In the last few months Utah has

been recognized for having the lowest healthcare costs in the nation, 30 Best Cities for Young Entrepreneurs, a strong and growing financial business sector, and the "Best State for Business and Careers."

"Utah leads the charge as the nation comes back from the economic recession. We can say with confidence that Utah's future as the emerging 'Wall Street west' looks brighter than ever," Spencer Eccles, Executive Director of the Governor's Office of Economic Development said. It is a pleasure to see that "Utah is leading the nation as the best performing economy and is being recognized as a premier global business destination."

The report acknowledged that Utah is one of the nation's top exporters in electronic memory circuits, aircraft engines and parts, vehicle airbag systems, and X-ray equipment. It also recognized Utah's highly developed partnerships among government, higher educa-

tion and the private sector when it cited the development of the Ogden Business Center, "Startup Ogden," as only one example of the state's support of small business development. Utah ranked 3rd in "Business Birthrate" and 7th in "Growth of Self Employed Workers."

The Utah legislature is also recognized by the report for its many partnerships and support of the state's economic development efforts. One program it recognized is the Utah Science, Technology and Research (USTAR) initiative which has built two cutting edge high-tech facilities at Utah State University and at the University of Utah.

The Enterprising States report underscores that, in Utah, whether a business is large or small or if the technology is new or mature a growing business can find a supportive environment in Utah including Utah and Wyoming.

What Marketing Materials Should a Community Be Interested In?

As a community, what are you doing to market yourselves locally, regionally and nationally? Some communities would argue, I am too small and remote that no one will want to locate here. We would argue that every community has something to offer a business or family wanting to locate to their area. This article is meant to give some ideas of how to market your community. First and foremost you have to have a website presence. Over 90% of people utilize the internet to do research. Businesses create a short list of areas based on research from your website. Most communities have no idea that a company was looking to locate in their area but were disqualified due to a poor or outdated website. Families can become encouraged or discouraged based on what they find on your website. Websites are easy to create and maintain and should be your top priority in marketing your community. Associated with a website is the social media aspect. Social Media consists of Face Book, LinkedIn, Twitter, etc.. Social Media is a great tool to keep

the local residents informed and promote the community. The downside is who controls the social media and keeps it up to date? For most communities Social Media will be an easy task but it could grow into a full time position. Second, every community should have a community profile or marketing piece. The marketing piece could be a quick facts, highlights brochure or a newsletter. A community profile is a very detailed study on the community. It covers everything from business climate, labor and transportation, to quality of life, community affairs and land use. It is a detailed overview of a community that is useful to residents and local businesses. It also becomes a great piece to dissect and create short quick facts about a community. Businesses and site consultants like short easy to digest facts about a community. A quick fact is usually one sheet that highlights a specific aspect of the community. For example, education, labor force, population, land planning/uses, housing stock, etc. . These allow a community to specifically address issues that a business or

consultant might have without having to read through a booklet to find the answer. Third is a highlights brochure that is between the community profile and quick facts. A highlights brochure is usually 4—6 pages long and highlights a community. This is a watered down version of the community profile. While it covers education it doesn't get into test scores, size of schools, and growth plans. Highlights brochure is a great way to introduce your community and hopefully lead to more questions that can be answered through the quick facts. The last marketing piece is a newsletter. Normally, a newsletter is used to inform local residents of issues and upcoming events. Businesses will review newsletters to see how well a community is doing and how stable the governing body is. Again, newsletters are a great way to keep residents informed and show a cohesive community. Whether you are a large or small community, marketing materials are a way to share your story and communicate what you are about.

By Marlin Eldred

Insanity:
doing the
same thing
over and
over again
and expecting
different
results.

[Albert
Einstein](#)



UDOT's Strategic Goals—Why So Many Orange Cones?

Tired of seeing the orange cones in traffic lanes? What is UDOT thinking. The following excerpts were taken from their strategic plan for 2013. Bottom line, UDOT is building a better future for Utah.

The 2013 Strategic Direction: Measuring Progress and Planning for Utah's Future
This past year has been a record breaking one for UDOT. More than 200 projects reached completion last

year, projects with a net worth of just over \$3 billion.

- 2.3 million tons of asphalt — enough to pave a two lane road with a two inch overlay from Salt Lake City to Washington D.C.
- 6.8 million pounds of reinforcing steel or enough to build 3,800 cars.
- 1.3 million yards of concrete, enough concrete to build 14 NFL stadiums.

During the month of September UDOT had 230 active

projects in Utah employing nearly 16,000 nongovernment employees. Our business model leverages the experience and expertise of our state workers, in combination with the knowledge, skills, abilities and resources of the private sector enabling us to complete an amazing number of projects last year. Yet there is more to be done. As long as people work, study, play and live in this great place we call home,

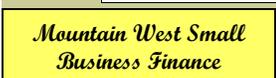
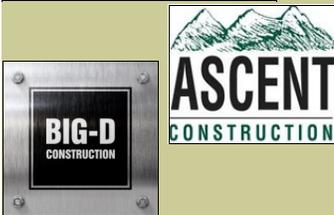
We gain
strength, and
courage, and
confidence by
each experience
in which we
really stop to
look fear in the
face... we must
do that which we
think we cannot.

[Eleanor
Roosevelt](#)

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DEVELOPMENT**

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Mission Statement

The Utah Alliance is dedicated to serving Economic Development professionals throughout Utah with networking and training opportunities. Collaboration and education within the organization will enable us to continuously improve our economic capability in the recruitment and development of business opportunities within the state of Utah.

We serve this mission by:

- Maintaining a balance of leadership representation from Urban and rural areas
- Providing quarterly opportunities for professional education and networking
- Encouraging peer-to-peer success sharing and problem solving
- Recognizing that we don't have all the answers, but through active listening to our members and their constituents, we will help facilitate solutions to local issues and opportunities through maintenance of our resource center, information clearing-house and hands-on support whenever feasible
- Encouraging support of each other across government and jurisdictional boundaries, recognizing the power of synergy and embracing opportunities to leverage resources



UDOT's Strategic Goals—Why So Many Orange Cones? (Cont.)

there will be the need to preserve and improve Utah's transportation system. Our challenge remains. Utah continues to be one of the fastest growing states in America. With that growth, vehicle miles traveled (VMT) grows faster than population and our ability to address this growth by adding mileage has been only barely visible in comparison. As long as these trends continue, we will be challenged in our work and will need to reinvent new innovative solutions to continue to be successful. In order to chart consistent, measurable progress, we have focused on four goals over the past nine years. They have served us well and ensured that we focus our ef-

forts and capital on the most important activities. This year we have revised our goals and improved upon a past goal. These goals are:

- Preserve Infrastructure
- Optimize Mobility
- Zero Fatalities
- Strengthen the Economy

We will continue to be keenly focused on preserving our infrastructure, this multi-billion dollar investment must be cared for and its condition must be maintained for the generations that come after us. We know how to do this and will continue to pinch every penny while finding ways to maintain our assets. Last year we introduced a new strategic goal, strengthen the economy. I have become even more convinced this

year that this goal is fundamental to UDOT's work. If you consider the history of the development of highways and transportation systems in our great country, this goal of strengthening the local, state or national economy has always been part of the foundation. It is fundamental. UDOT's function as an organization should result in businesses that flourish, providing jobs and opportunities.

UDOT is making a difference in our lives one road at a time.

