



U R Economic Development



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Special points of interest:

- New Members, Membership Drive
- Spanish Fork Meeting
- Bonding ability and why it is important
- Golden Shovel and why you need a web presence
- Utah #1 Again for Business by Forbes.
- Getting the most out of your membership

Inside this issue:

Presidents Message	1
New Members	1
Calendar	2
GOED/edcUtah	3
Meeting Highlight	3
Expanded Web Site	3
New Board	4

Presidents Message

Strength in Diversity

The Utah Alliance for Economic Development Association's Mission Statement reminds us that we are "dedicated to serving Economic Development professionals...to continuously improve our economic capability in the recruitment and development of business opportunities within the state of Utah." (*link to Mission Statement on Alliance website*). We accomplish this through networking, education and a balanced and diverse membership. I was impressed at our winter quarterly meeting in St. George by the diversity of the attendees; economic professionals from the state as well as urban and rural counties and cities, public education and private industry, elected officials and financial institutions. Each of us is an integral part of the economic engine of Utah. Each of us brings a perspective and attributes that when combined in deliberate collaboration can create not only a dynamic Economic Development Association but a powerful and progressive business environment as well.

The 2013 Utah Alliance Board is working to build on our existing membership strengths and diversity by inviting under-represented sectors of our economic and business community to join our Economic Development Association. We invite you to review our mem-

bership list available on www.utahalliance.com to see if there are people you regularly work with that are crucial to your business or community's success that would benefit from associating with us. As always, you are welcome to direct these associates to the membership page of our association website (*link to membership page*), and you will receive recognition and a small token of appreciation for the referral.

As we seek to expand the diversity of our Association, we also see a need to increase our networking and professional development opportunities beyond the quarterly meetings. This first quarterly Utah Alliance Newsletter contains links to our association website for past meeting highlights and power point presentations, overviews of economic development articles and more. We expect this newsletter to help expand the knowledge of our members and to encourage the sharing of best practices. We invite you to forward articles, ideas, calendar events etc. to:.... ,

We look forward to meeting with all of you again in Spanish Fork on April 18, 2013. Click here to register.
Sincerely,

Linda Clark Gillmor
President - Utah Alliance for Economic Development



New Members

We want to thank our new members who support the Utah Alliance. We have had a great membership drive this year but would like to expand our opportunities even more. As a board we see many organizations that are not being contacted or that should be members. As you see these opportunities, we hope you would take the time to promote the Utah Alliance and the benefits it can provide. Thank you to our Platinum Sponsor Rocky Mountain Power and Corporate Sponsors, Ascent Construction, Big D Construction, EDCUtah, Jacobsen Construction, Layton Construction, Smith Hartvigsen, Sunrise Engineering, W W Clyde, West Valley City, Terracon Consultants Inc. For more information see the web site at www.utahalliance.com. Without your support Utah Alliance wouldn't be able to provide the services and meetings, we look forward to another successful year.



Calendar/Upcoming Events

Mark your calendar for our next Utah Alliance meeting on April 18th, in Spanish Fork. As a special treat, Dave Anderson with Spanish Fork Economic Development will be taking us for a tour of the Spanish Fork Wind Power Plant. There are Nine, 2.1 Megawatt Suzlon Turbines producing 55,000,000 kwh annually. That is enough to power 6,100 average size homes. The power is purchased by our friends at Rocky Moun-

tain Power. This is one of the best examples of green energy that has very little to no environmental impact on the area. Because they are green energy/renewable energy they have excess green tags which they have offered to sell to local utilities to help bring down residential rates. You are invited to get up close and personal with these wind turbines.

Forbes

Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.

[Dale Carnegie](#)

GOED/edcUtah—Utah Ranked #1 Best State For Business by Forbes

Utah heads our list of the Best States for Business for a third straight year. Utah's economy has expanded 2.3% annually since 2006—fifth best in the U.S.—versus 0.5% for the nation as a whole. “We have a very fertile environment for entrepreneurs and business,” says Gov. Gary Herbert, who was reelected last month in a 68%-28% landslide.

Herbert cites three areas where Utah has a competitive advantage: taxes, its labor force and a favorable regulatory climate. Utah's 5% flat corporate tax rate is one of the lowest in the country. The Tax Foundation, which released a [study in February](#) that measures the tax burdens in each state across different industries, rated Utah sixth best for existing firms. (It ranked No. 10 for new firms.) Utah has a young, vibrant workforce. The state's median age of 29 is four years less than the

next youngest state, Texas. A third of the state's workforce is bilingual, according to the Economic Development Corporation of Utah. This is largely a result of the state's large population of Mormons, many of whom spend time as missionaries overseas. It is an attractive benefit for companies in an increasingly global economy and has helped lure large U.S. companies with international operations like [eBay](#), [Goldman Sachs](#), Oracle and Procter & Gamble. Goldman Sachs' Salt Lake City office is its second biggest in the Americas with more than 1,400 employees. Utah has doubled its international trade over the past five years and this year it is up nearly 40%.

Utah ranks third for regulatory climate in the Mercatus Center's [Freedom in the 50 States](#) study—a new metric in our Best States study. “Utah

is less likely to reward frivolous lawsuits or hand out excessive judgments,” says Jason Sorens, who co-authored the report. “Utah's health insurance regulations are generally light, resulting in less costly policies and more choice for people in the small group and individual markets.”

Last year, Gov. Herbert initiated a review of the state's nearly 2,000 administrative rules. The state eliminated or modified 368 of them that Herbert characterized as “a drag on the economy.”

Among the other pluses for Utah: energy costs that are 29% below the national average. It is also one of only seven states to maintain an Aaa bond rating from the three rating agencies—something the U.S. lost last year. Herbert's motto: “Government should get off of your backs and out of your wallets.”



Expanded Website Visit Us At www.utahalliance.com

In our effort to keep our members informed and up to date about important issues we have switched hosting sites and are expanding our web site. Communications, being a resource and providing networking opportunities is the name of the game. We all know that having a web presence is the minimum. Our goal for this year is to take it to the next level. We will be starting a resource library available to all our members. The library will contain information from state incentives to utilities to economic

development 101. The goal is to become a one stop resource to find answers to questions and post material. What better way to communicate with your peers then through blogging. Sometimes the only way to find an answer is the ask the question. Blogging allows the dialog of our membership to become your whiteboard and help navigate issues. For those who are hip and up to date, we will be doing Face Book and Twitter Feeds when new information is posted or

to remind people of upcoming events. We want to thank Marian Hein for spearheading this effort and taking us to the next level. For more information or to view the web site visit us at www.utahalliance.com

When one door closes another door opens; but we often look so long and so regretfully upon the closed door that we do not see the ones which open for us.

-- Alexander
Graham Bell

What you missed at the January meeting

Susie Becker talked about "How State Policies Affect Municipal Bonding and Economic Development. He did a great job talking about core areas the state of Utah is looking at that affect bonding. She drew out both the positive and negative. The State is very interested in promoting private business and wants to keep government out of the wallets.

Golden Shovel talked about "Leveraging Your Website and

Social Media to Market Your Community". In this day and age we are all vying for the same projects to locate in our communities. What most people don't know is that by the time a community is contacted a company or site consultant has already done all the front end work. This means demographics, incentives, education, etc. The majority of this is done on the internet. If you don't have a website or the information is old you are hurt-

ing yourself and your chances to be seen. Matt talked a lot about making your websites for a region or state look similar in the fact of the layout and where information is placed. This give a person the sense of regionalism but the web site can still show individualism. The goal is to make sure our meetings are filled with valued and important topics to keep our members engaged. Find more information at utahalliance.com



Membership Drive and Important Information

Membership in the Utah Alliance is a cost-effective way to network with like-minded economic development driven professionals, learn about new trends or upcoming Utah issues, and participate in making Utah a great place to work and live.

In 2012, the Utah Alliance had quarterly meetings in:

St. George
Salt Lake City
Richfield
Vernal

Topics discussed included:
Economic Development
Incentives
Legislative Updates
Shop Local
Natural Resources

In 2013, the board plans expanded opportunities for members in:

Email Blog and Library
Resource
Expanding Membership
Through Associations
Quarterly Newsletter
Quarterly Meetings

Information Dissemination
Point
Easier Access to Pay for
Memberships and
Meetings

Now is the time to join the Utah Alliance for Economic Development. By taking advantage of everything there is to offer you will see a return on your investment. If anything, it is a great opportunity to network and provide you an opportunity to grow and succeed.

If we are to achieve a victorious standard of living today we must look for the opportunity in every difficult instead of being paralyzed at the thought of the difficulty in every opportunity.

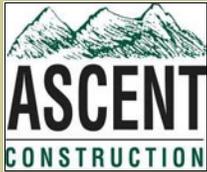
-- Walter E. Cole

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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 clearinghouse 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



New Board Elected for 2013

Congratulations to the newly elected board for 2013. As in the past, the board is made up of representatives from both urban and rural settings, corporate and government entities. We are looking forward to another great year at the alliance. If you have ideas, questions or want to participate on the board in the future, please give Linda a call or email. It is our goal to serve you as members and we feel it a privilege to do so. As a membership organization, it takes its members to be successful. If we are missing opportunities or programs that need to be implemented, speak up. Our continued success comes from our members.



We would love to hear from you!

- Linda Gillmor, President
- Mickey Beaver, Vice President
- Kent Sulser, Past President
- Doug Meldrum, Secretary
- Les Prall, Treasurer
- Tammie Lucero, Board Mbr
- Susan Davis, Board Member
- Rick Stock, Board Member
- Matt Rich, Board Member
- Marlin Eldred, Board Member
- Delynn Fielding, Board Member
- Marian Hein, Board Member, Special Assignment/Web