



WASATCH FRONT ECONOMIC DEVELOPMENT DISTRICT

PROJECT FORM

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Filling out this form is the first step in making a formal application to the U.S. Economic Development Administration. The District reviews and approves projects quarterly for inclusion into the region's Comprehensive Economic Development Strategy. Submit completed form to Scott Hess at shess@wfrd.org.

For more information visit www.wfrd.org.

Applicant Information

Date 8/19/2019

Name Nick Maynard

Organization Us Ignite

Email nick.maynard@us-ignite.org

Phone 916-672-5528

Project Information

Project Title Click here to enter text.

Project Location Salt Lake City Utah

Total Estimated Project Cost \$ \$891,521

Total Estimated EDA Investment \$ \$444,646

Other Funding Sources and Investment \$ Click here to enter text.

Project Start Date November 2019

End Date November 2022

Jurisdiction's Priority of the Project (i.e. Capital Investment / Improvement Plan's Priority) High Medium Low

Detailed Project Description In this proposed project, our approach will leverage new and existing smart city technology assets to help develop high-skilled jobs while generating investment in high-growth startups and improved community services. These smart city technology areas will include smart transportation, smart grid, smart health, and public safety applications that have been developed over the past 5 years. Our effort would connect smart city efforts to economic development strategies while scaling up commercialization efforts. US Ignite will perform and measure several key program activities: **Driving Entrepreneurial Growth:** Technical assistance in the form of training, mentoring, and funder identification to local startups for smart city application development and sharing. **Supporting Economic Development Strategy:** Strategic advisory services for economic development planning and integration by scaling up local startups and industry. Each community will be integrated into a national network of over 150 city, industry, and university partners. A full list of current US Ignite partners is available in Appendix A of the project proposal. **Driving Smart City Workforce Development:** There is a huge challenge facing communities as they train workers for the next-generation of high-skilled, high-paying jobs. Smart city workers cut across many high-tech sectors, such as transportation and energy, while injecting IoT networks into these industries. As a result, smart city workers need real-world technical training on a range of sector and networking technologies to be successful. US Ignite will identify the best-in-class materials, closely collaborating with local community colleges and universities, to train the next generation of local workers.

Describe How the Project will Benefit the Region (indicate as many expected measures as possible)

Number of Jobs Created This project will result in 45 jobs created in nine years by supporting startups. US Ignite will conduct comprehensive internal and external project reviews and assessments at least quarterly and likely more



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often during periods of rapid change. These reviews and assessments are intended to understand the dynamics of progress toward goal attainment, optimize workload distribution and internal collaboration, and spot potential problems as early as possible and ideally before they occur. US Ignite will also measure the following program output metrics to drive 5 startups per year, for 15 teams trained total over 3 years, with an average of 3 jobs per startup for 45 total jobs across both phases of early stage and scale-up stage. This is based on the total of more than 100 jobs across the 30 startups we've supported today, with an average of 3 or more per startup.

Number of Jobs Retained Local Business Training would include training for over 10 students per class every year, over 3 years for 30 jobs total. These student participant numbers are based on US Ignite experience working with academic partners to complete smart city training, for example with Kettering University in Flint, MI.

Number of Workforce Development or Training Programs Two main programs: Startup Training and Smart City Business Training

Changes in the Region's Economic Environment This effort will help diversify the regional economy of Salt Lake City through new job creation by expanding innovation and entrepreneurship, training existing local business and displaced workers for a growing smart city technology sector, while addressing the needs of the local community.

Other [Click here to enter text.](#)

Regional Economic Development Priorities

Select One or More of the following Regional Goals the Project will Address

- ✓ Goal 1. Attract Businesses that Offer Higher Wages
- ✓ Goal 2. Increase Economic Development Capacity
- ✓ Goal 3. Build-On or Improve the Region's Growth Centers
- ✓ Goal 4. Encourage Entrepreneurship and Innovation
- ✓ Goal 5. Retain and Expand Existing Utah Businesses
- ✓ Goal 6. Maintain and Improve our High Quality of Life

Briefly Describe How the Project Best Meets the Region's Goals (from above) Salt Lake City is committed to smart city efforts as noted in this quote from the Salt Lake County CEDS (pages 25 and 27): "Improve employers' access to workforce and customers; households' access to jobs and education. Invest and improve development of site infrastructure: water, sewer, fiber optic, and broadband in strategic locations. WFRC/local governments/transportation partners develop policies around "mobility as a service" and integration of micro transportation modes into community plans and policies. Invest in broadband and 5G technology in order to maximize investment in autonomous and connected vehicle technology. Support choice of alternate modes of transportation, and policies to assist in deployment of autonomous vehicles in transportation planning and programming." The two programs this project focusses on, are designed to address the development goals stated in the CEDS. Through many smart city efforts underway in dozens of US Ignite partner communities, we have seen how the economic impact of such projects is felt across several key priority areas set by communities, including power distribution (smart grid), public safety, transportation, operational efficiencies, and water



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distribution. This success also ensures a higher quality of life for residents within these communities. **Startup training** Smart city technologies are poised to take off, creating a new wave of innovation across the country while creating new city services for residents and businesses. While many community leaders large and small are working to seize this important opportunity, there are a sizable number of bottlenecks for high-tech startups located far from the largest cities. For too many communities, their smart city startups need training, mentoring, and funding to move their exciting ideas into workable prototypes and business models. US Ignite is proposing to work collaboratively with its communities to gather and make shareable best practices from leading cities related to their economic development, smart city strategy, regional innovation, and financing (among other components). US Ignite will link smart city startups to the smart city market that already exists in its partner communities. This role will address the huge gap that exists beyond the accelerator and incubator phase, the move to position in the marketplace. This program will serve to catalyze the generation of entrepreneurs and drive innovation in the local smart city space. US Ignite today has a platform containing profiles of hundreds of smart city templates developed by local teams. US Ignite proposes leveraging and expanding this platform. In addition, US Ignite will work with startups within Salt Lake City, especially those in areas that do not have strong existing angel or VC funding programs. These are companies that are looking to create a profitable business and jobs while serving their community. These smart city technology areas will include smart transportation, smart grid, smart health, and public safety products and services that have been created by cities, universities, or local developers. US Ignite will identify funding opportunities for startups and match them with potential industry, university, and nonprofit partners to scale-up nationally. The team will also support community planning that integrates smart city startups into the broader economic development goals and strategies. To support this component of the project, US Ignite plans to incorporate its broad list of 40 industry partners that includes expert service providers, carriers, vendors, chip manufacturers, device manufacturers, Internet of Things (IoT) networks and sensor manufacturers among others. We will also work to incorporate a wide range of additional industry experts that are new to our partner network. The goal is to balance competing needs across the smart city ecosystem, while mitigating the risk of a single company or market segment dominating the direction of this program. **Driving Local Business, Smart City Business Growth** Over the last year, smart city technology deployment has received attention for revitalizing the rustbelt and accelerating technology growth rate by over 100% in several small and midsize cities in the U.S. interior. This includes several of our partner communities. Phoenix, Arizona, for example, was ranked third on a list of America's fastest growing tech cities with a 188% growth in tech jobs (including project managers, software engineers, software developers and data analysts) over one year. We consulted the Bureau of Labor Statistics and pulled employment and annual mean wage data for Salt Lake City. Virtually all the jobs pay better--nearly double in many cases--than the annual mean wage of all occupations in their communities. This effort will help grow and diversify the regional economy of Salt Lake City by training existing businesses and displaced workers for the smart city technology sector, to drive new job creation while addressing the needs of the local community. The Location Quotient (LQ) for IT and engineering



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technicians as a share of all employees (in comparison to the national average) is low for the city. This suggests that there could be a gap for staff to be trained on introductory technical areas. Through this project, US Ignite will provide local businesses with expanded training opportunities with a view of having them target smart city technologies that have a potential to diversify the local economy, create high-skilled jobs, and drive new industries. With EDA support, US Ignite will help create higher skill levels, higher paying jobs for the region's workforce and help local technology employers meet the increased demand for qualified staff.



CEDS Implementation Steps and WC2050



August 26, 2019 – WFEDD Meeting

CEDS Overview

- 2018-2023 CEDS - Adopted June 2019
- EDA Feedback
- Four Key Strategies
- Wasatch Choice 2050 Connection
- Implementation Steps
- EDA Project Development

EDA Feedback – 2018-2023 CEDS

“Congratulations. We have reviewed and accepted your CEDS document and encourage you to continue to use it as a tool for the Wasatch Front. It was a comprehensive analysis that addresses many of the issues that will face Utah in the coming years, as the state continues to grow in population. **We also appreciate that you were able to weave the CEDS into the Wasatch Choice 2050 process.**”



Four Key Strategies

1. **Link Development with Transportation and Other Infrastructure** - Coordinated transportation, infrastructure, and land-use decisions to enhance household's access to jobs and educational opportunities and employer's access to workforce and customers.

2. **Create Fiscally Sustainable Places** - Revenues and expenses are balanced and sustainable for households, communities, and the region.

3. **Provide Amenities** - Maintain quality of life elements that attract skilled labor by encouraging more walkable cities, open space preservation, and improved air and water quality.

4. **Attract and Retain Businesses, and Encourage Innovation** - Support and encourage business retention, job creation, workforce development, and innovation by partnering and information sharing.







Wasatch Choice 2050 Implementation

Preview // Wasatch Choice Interactive Map

Wasatch Choice Map

Vision Transportation Land Use Economic Development Amenities



WASATCH CHOICE 2050

VISION FOR OUR FUTURE

Our future quality of life depends on the choices we make today. The Wasatch Choice 2050 Vision is a blueprint for growth in our region. The Vision map and key strategies show how transportation investments, development patterns, and economic opportunities can enhance quality of life now and for generations to come.

Key Strategies

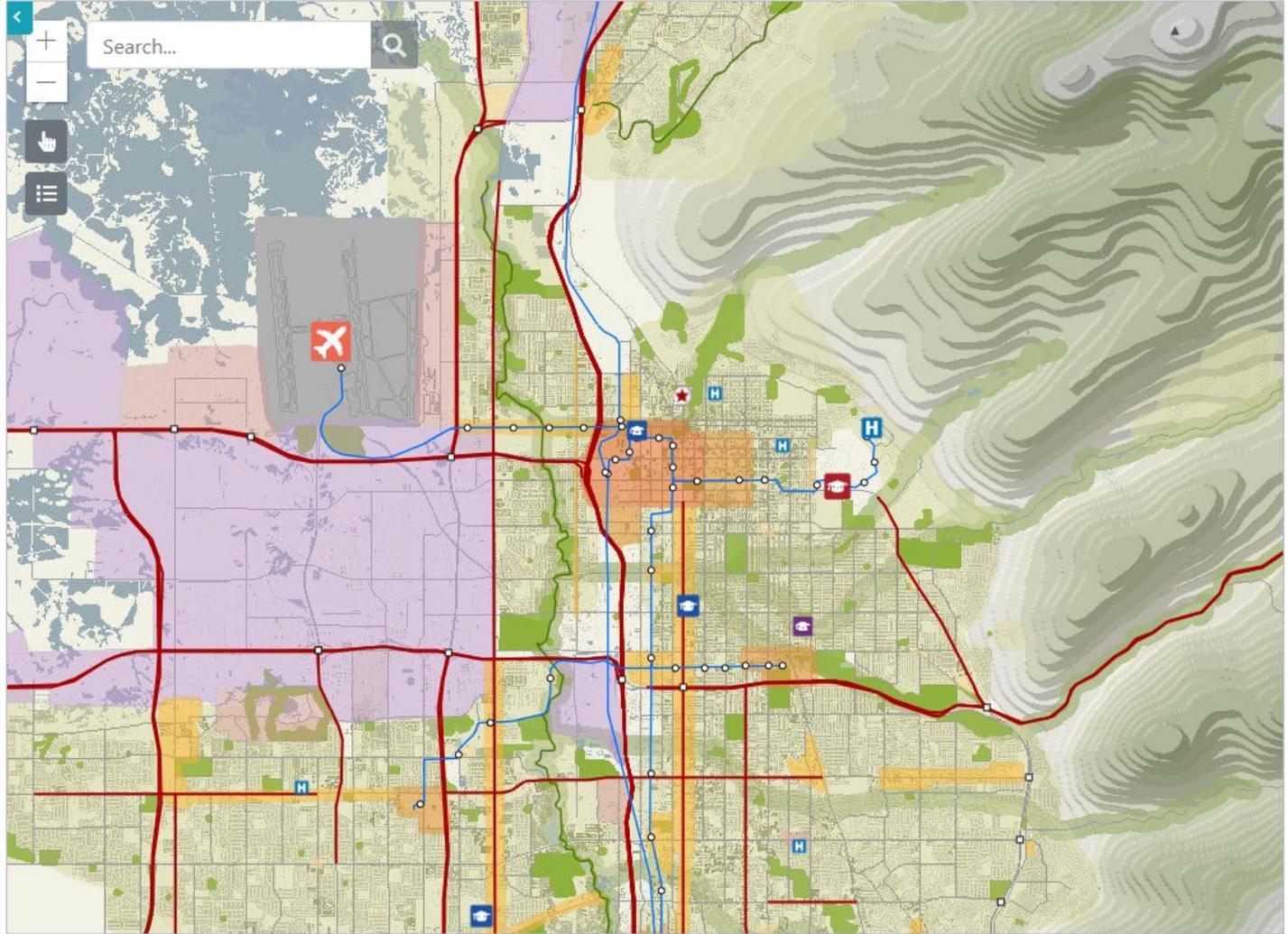
The Wasatch Choice 2050 Vision is built on four key strategies:

- 1 Provide transportation choices
- 2 Support housing options
- 3 Preserve open space
- 4 Link economic development with transportation and housing decisions

Benefits of the Vision

Implementing the Wasatch Choice 2050 Vision promotes high quality of life now and for generations to come.

- Livable and healthy communities
- Access to economic and educational opportunities
- Manageable and reliable traffic conditions
- Quality transportation choices
- Safe, user friendly streets
- Clean air
- Housing choices and affordable living expenses
- Fiscally responsible communities and infrastructure



The map displays a geographic area with various colored overlays representing different planning zones. A network of red and blue lines indicates proposed transportation routes. A search bar at the top left of the map area contains the text "Search...". Navigation controls including a zoom-in (+) and zoom-out (-) button, a hand icon for panning, and a menu icon are visible on the left side of the map. The map background features topographic contour lines and satellite-style imagery.

State of the Centers // Cities // Region



Area
 Population and population density
 Employment and employment density



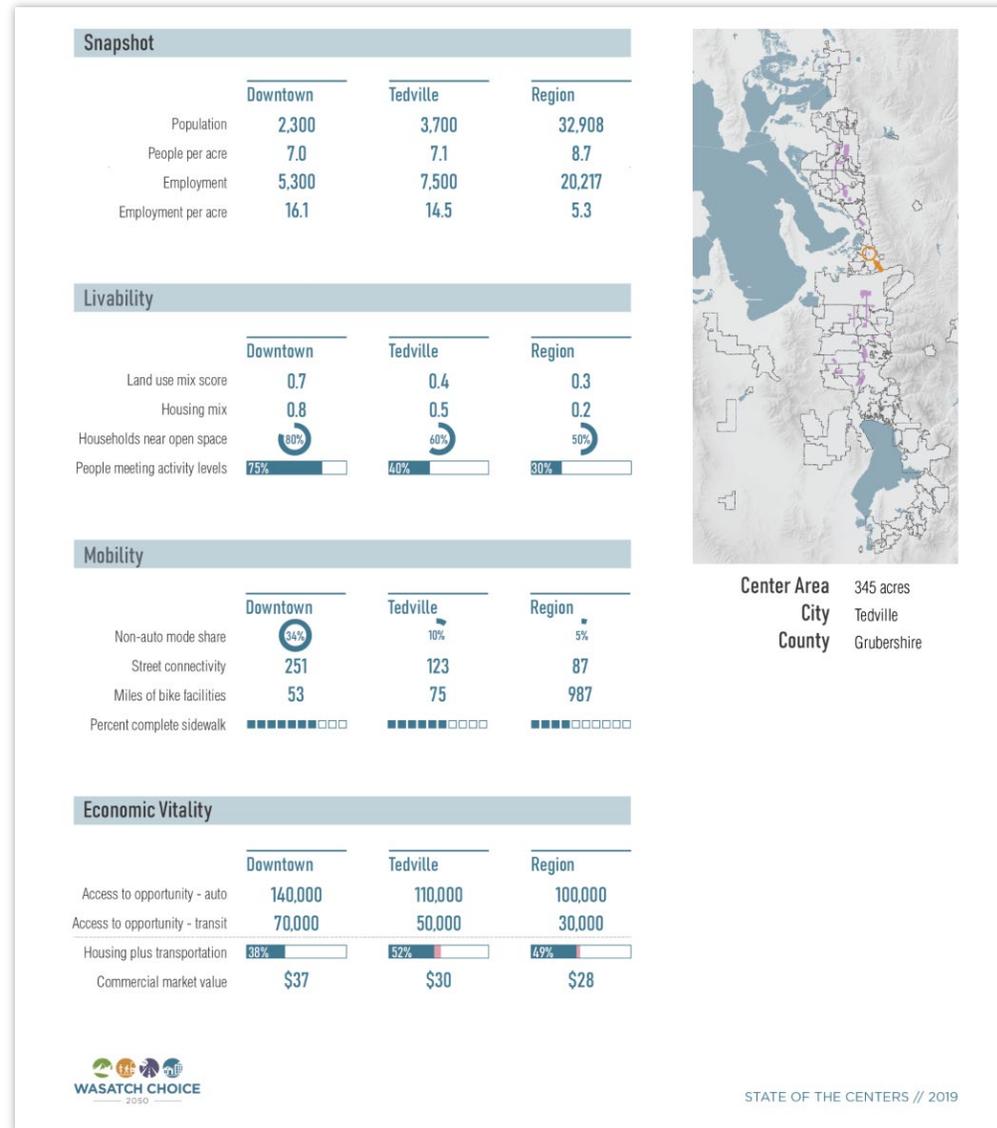
Commercial market value
 Access to opportunities
 Percent of center vacant or underutilized
 Housing plus transportation costs
 Percent of housing that is affordable



Housing mix
 Land use mix
 Access to open space and recreation
 Physical inactivity
 Public amenities



Mode share
 Street connectivity
 Walkability
 Miles of bicycle facilities



Breakout Sessions

- 1** Provide transportation choices
- 2** Support housing options
- 3** Preserve open space
- 4** Link economic development with transportation and housing decisions

- 📢 Drill-down best practices
- 📢 Local case studies
- 📢 New legislation
- 📢 New tools

Keynote Speakers



Joe Minnecozzi

What's in Your City's Wallet



Dave Biggs

Rebooting Public Engagement



WASATCH CHOICE

— 2050 —

CEDS Implementation

1. **Link Development with Transportation and Other Infrastructure** - Coordinated transportation, infrastructure, and land-use decisions to enhance household's access to jobs and educational opportunities and employer's access to workforce and customers.

2. **Create Fiscally Sustainable Places** - Revenues and expenses are balanced and sustainable for households, communities, and the region.

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Strategy 1: Link Development With Transportation & Other Inf.

- Senate Bill 34 – Cities updating General Plans
- Transit Oriented Development – Increase authorized locations
- Transportation Reinvestment Zones – State funding inclusion

Strategy 2: Create Fiscally Sustainable Places

- Finance Strategies, Opportunity Zones – Wasatch Choice Day
- Revolving Loan Fund – CDBG funding to explore RLF

Strategy 3: Provide Amenities

- TLC Program – Upcoming funding for Projects and Implementation

Strategy 4: Attract & Retain Businesses & Encourage Innovation

- Transportation Improvement Program Criteria – How transportation funding decisions are made
- Northern Utah Economic Development Collaboration – Executive Director, Chris Roybal hired, and engaged with WFEDD

Mission: Support economic development plans, promote long-term economic competitiveness, and attract federal monies in order to implement local plans.

U.S. Economic Development Administration Funding Programs

PUBLIC WORKS & ECONOMIC ADJUSTMENT ASSISTANCE

\$100,000 - \$3,000,000

- Job Creation
- Job Retention
- Construction
- Global Competitiveness
- Leverage Private Capital
- Coal Impacted Communities
- Build Regional Capacity

REGIONAL INNOVATION STRATEGIES

\$0 – \$500,000

- Innovation Centers
- Entrepreneurial Centers
- Cluster-Based Startups

LOCAL TECHNICAL ASSISTANCE

\$0 – \$300,000

- Economic Development
Plans
- Feasibility Studies
- Impact Analyses



CEDS Implementation Steps and WC2050

August 26, 2019 – WFEDD Meeting

THE HUB OF OPPORTUNITY: LEVERAGING CAPITAL EXPANSION WITH SOCIAL INNOVATION

KRISTY CHAMBERS – CEO

KCHAMBERS@COLUMBUSSERVES.ORG

OVERVIEW

1. Looking at autism through an economic lens and not through media stereotypes.
2. Leveraging capital investments to drive community and economic development.
3. Creating the NextWork autism program based on current research and curriculum.
4. Leveraging evidence-based methodology to improve outcomes for individuals with autism.

CONNECTING THE DOTS

A strong ethic of service in Utah operationalized at all levels of society.

Economic Indicators

- Nearly 0% unemployment in Utah and business leaders need to tap into an emerging labor force
- Fiscally conservative state with entrepreneurial business climate (e.g. “Silicone Slopes”) with 15,000 open jobs

Government Oversight

- State funding agencies are talking to each other and service providers
- Government leaders want to respond to the growing need of ASD in families

Policy, Practice, and Research

- Activist parents are being heard and taking action
- University researchers, social service providers, clinicians are crossing disciplines

Funding

- Social Impact Investing is being operationalized to provide pro-active, evidence-based solutions
- Traditional tax credits incentivize investors to support capital investments in affordable housing and new businesses – Economic Opportunity Zones

REFRAMING THROUGH ECONOMIC IMPACT

1. In the next 10 years 5,000-10,000 young adults with ASD per year will complete their secondary education.
2. Young adults with ASD face 85% unemployment compared to 99% of their peers who will find employment.
3. Salt Lake County has a deficit of 20,000 affordable housing units.
4. With near 0% unemployment and 15,000 unfilled STEM jobs in Utah, employers are open to rethinking workforce needs.
5. Urban planning is bringing to the forefront public transportation that connect neighborhoods and employment.

JOHN IS SUITED FOR SUCCESS



THREE PILLARS OF INNOVATION



The Hub of Opportunity

Creating Dignity and Independence for People with Disabilities





The Hub of Opportunity

Creating Dignity and Independence for People with Disabilities





The Hub of Opportunity

Creating Dignity and Independence for People with Disabilities

- A TOD (transit-oriented development) on major TRAX and bus lines that is fundamentally an affordable housing project.
- 20% of the residents and program participants will have disabilities, which reflects the general population. First of its kind to be built from the ground up with disabilities in mind.
- The innovative NextWork Autism Hub is designed for young adults with ASD to transition from school to careers and independent living.
- New model of integration for for-profit and non-profit real estate developers.

THE FOUNDATION—LEVERAGING CAPITAL MARKETS AND DONORS

- A \$46 million commercial/residential mixed-use real estate development that aligns with master urban planning around public transit and walkable communities.
- This project is an equity-driven project rather than debt-driven.
- 85% funded by equity investment. Low Income Housing Tax Credits (LIHTC), New Market Tax Credits (NMTC), private activity bond, and low-interest debt.
- 15% will be funded by a \$6 million capital campaign to ensure community support. Funds will be solicited through HUD funds, private foundations, corporation, and individuals.

STAKEHOLDERS





- The NextWork program is a response to the critical issues families are facing as young adults with autism and other disabilities hit the “service cliff” after public education.
- The NextWork Hub is an innovative facility and program designed to centralize service and open up access to community opportunities.
- The facility and program are designed to provide a holistic approach to services for individuals and families.
- The ultimate goal of independent living, employment, and community integration.



PARTNERSHIPS

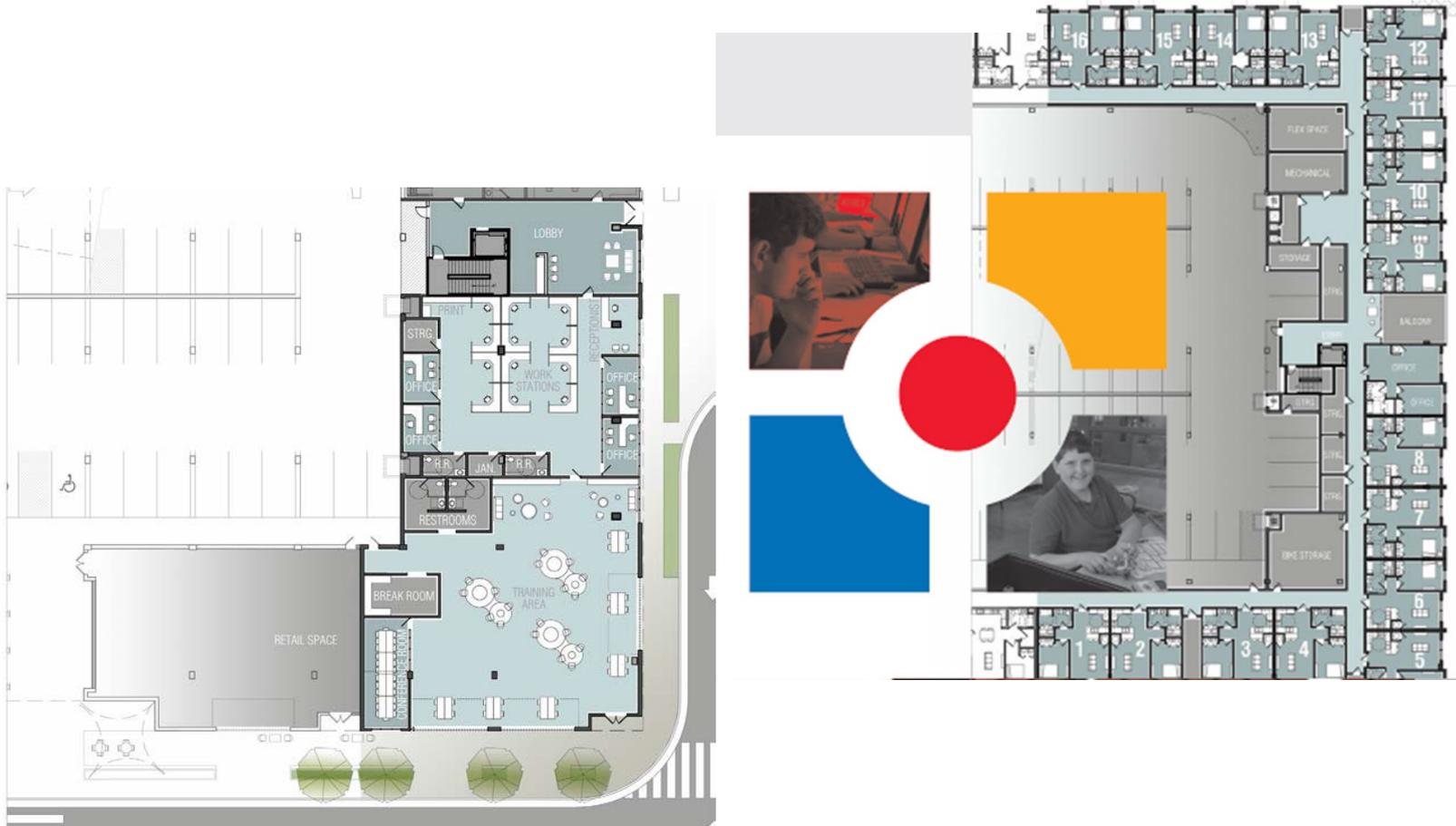


NeuroVersity



COLUMBUS *next* WORK

A PATH WITH PURPOSE FOR THOSE WITH ASD



 **COLUMBUS**
next **WORK**
A PATH WITH PURPOSE FOR THOSE WITH ASD



TAKING ON UTAH'S AUTISM CHALLENGE



STATEMENT OF NEED:

Utah has the 3rd highest rate of autism in the country that costs an estimated \$186,832,920 annually (direct and indirect costs). Young adults ages 18–26 face an 80% unemployment rate and a future of social isolation during a time of unprecedented financial prosperity and growth in Utah. How do we tap into the unrealized potential of these young adults so they too can participate in Utah's future?

SCOPE OF PROBLEM:

2016 data indicates 13,643 young adults age 18–26 have autism. It is estimated that 55% of these individuals are able to be employed full-time (30+ hours/week). There are currently few opportunities for them to parallel their neurotypical peers in regards to employment and attending college. We hope to change that.

Be a part of the solution:

Please contact Sofia Keller
skeller@columbussees.org
 385-715-2736 • work
 801-594-9083 • cell



COLUMBUS'S COMMITMENT

- Establish the Hub of Opportunity as a capital investment that is an “upstream” replicable model of community integration.
- Demonstrate impact of the NextWork autism program as an evidence-based, replicable program.
- Convene stakeholders so that Utah becomes the model nationally for a community-based, comprehensive, and longitudinal approach.



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