

WFEDD Annual Objectives - 2020



1. Advance, update, and report on 2018-2023 Comprehensive Economic Development Strategy (CEDS).



2. Promote Wasatch Choice 2050 as a coordinated growth, quality of life, and economic development strategy.



3. Integrate state, regional, and local transportation decisions with economic development efforts to improve access between workforce, housing, and jobs

- *Incorporate economic development into state, regional, and local transportation planning and funding*
- *Incorporate growth patterns and transportation infrastructure into economic development decisions*



4. Inform state, regional, and local stakeholders about economic development plans and strategies.



WASATCH FRONT ECONOMIC DEVELOPMENT DISTRICT



Wasatch Front Regional Council

GOED Strategic Plan

Ben Hart
Deputy Director



January 27, 2020

S.B. 172

- Greater collaboration
- Review of programs and initiatives
- Address rural economic development
- Review of the state's economic development incentives



Our Process

- Economic Development Strategic Plan Committee
- 17 subcommittees
- Public surveys: >430 responses from Utah leaders
- Hired facilitators: Center for Regional Economic Competitiveness
- Dozens of committee and subcommittee meetings



Recent Accolades

Newsweek

#1 Narrowest Wealth Gap

Bloomberg

#1 Upward Mobility

smartasset™

#1 State for the Middle Class

U.S. News & WORLD REPORT

#2 Best Economy

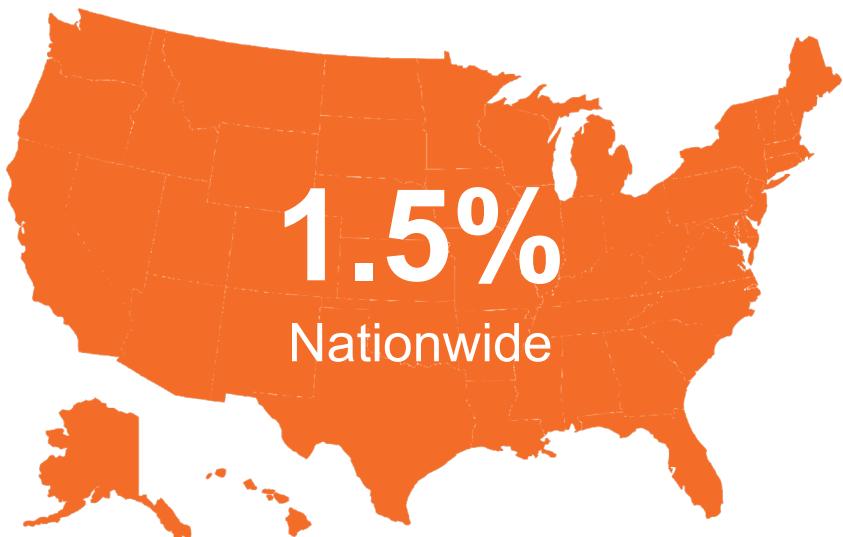
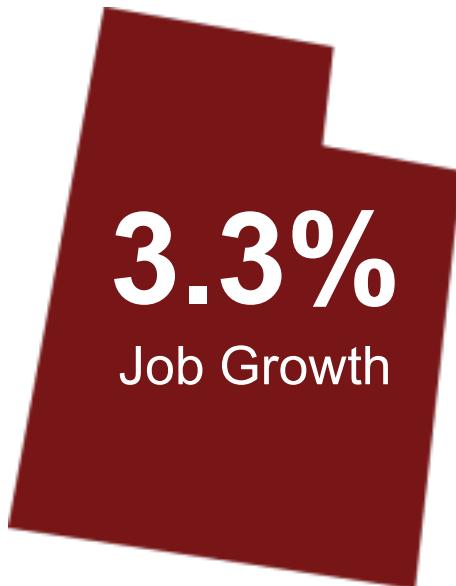
Inc.

#2 Best Place to Start a Business

Utah's efforts and initiatives have worked well.



Economic Leadership



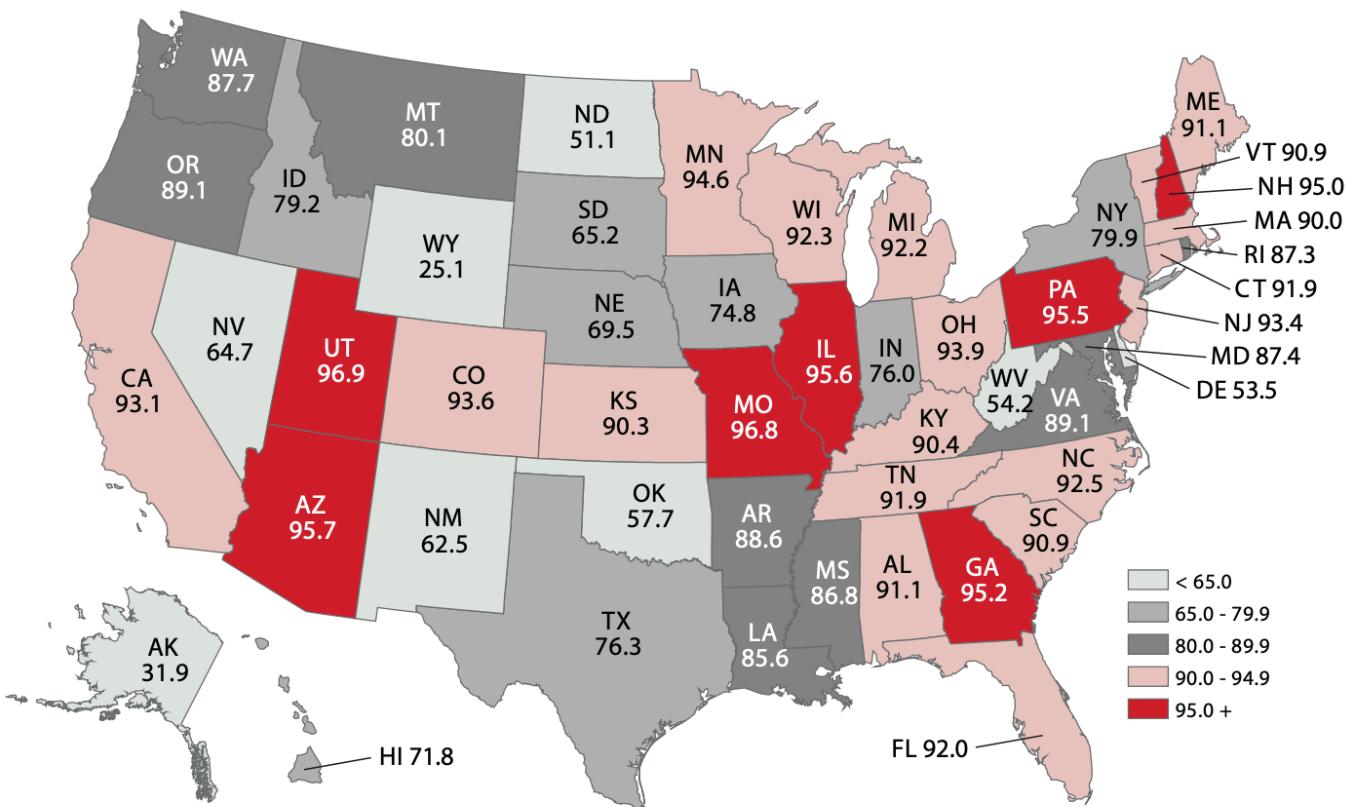
Sources: DWS, Bureau of Labor Statistics, ALEC.org

#1 economic outlook since 2008
#1 most diverse state economy



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

Economic Diversity



Source: Kem C. Gardner Policy Institute, Jan. 2019



A Plan to Elevate Utah's Economic Success

Executive Summary

October 15, 2019

Vision

Building on its success, Utah will elevate the lives of current and future generations through an exceptional quality of life, provide economic opportunity and upward mobility, and encourage business growth and innovation. Utah is home to attractive, healthy urban and rural communities where residents and businesses thrive, and visitors feel welcome.

Guiding Principles

- Foster a business-friendly environment with reasonable taxes and regulations
- Be flexible to adapt to changing economic needs
- Advance a diverse, resilient economy that provides opportunity for all residents
- Help develop viable, sustainable industries for the future
- Emphasize the need for a qualified, homegrown workforce for the jobs of today and tomorrow
- Maximize Utah's global presence as a hub for economic growth and opportunity
- Consider and acknowledge the importance of Utahns' quality of life, environment and natural resources, short commute times, and affordable housing
- Structure and use incentives and other programs so the public investment has a clear connection to state economic development priorities
- Plan and build physical and digital infrastructure to accommodate growth and maintain quality of life in the state's urban and rural areas
- Value evidence and data in providing direction for economic strategies
- Collaborate and cooperate across state and local government and partner organizations

Economic Development Policy Pillars

1. **Strategic Industry Advancement** – Invest in industries that create a public benefit through human and physical capital improvements in urban and rural Utah.
2. **Innovation and Entrepreneurship** – Support the creation and growth of high impact, future-forward Utah businesses and products for the global market.
3. **Talent Development** – Align industry and education to continue producing a highly-skilled, world-class workforce.
4. **Uniquely Utah** – Capitalize on Utah's natural environment, outdoor recreation and sports, and unique heritage and arts to attract workers and build the state's tourism and film economies.

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Purpose	Goal
Why are we undertaking these efforts?	How do we know we've been successful?
Leverage public and private investment to help reenergize local economies and provide enhanced benefits to the community.	More high-paying jobs across the state for all Utahns.
Help provide access to new ideas, innovation and opportunities to grow Utah companies.	More new, high impact businesses. More significant investment in Utah companies.
Improve employer access to well-prepared talent while helping students and workers climb the economic ladder.	Better access to skilled talent. More jobs offering career mobility and pathway opportunities.
Provide amenity assets and opportunities in Utah that allow people to live, work, recreate and thrive.	More positive community, physical and fiscal impacts resulting from Utah's natural and amenity assets.

and coordination between state and local governments to pursue economic development in Utah as a team sport, collaboration across state agencies and among state and local state agencies supporting the state's economic plan for "Team Utah." It also calls out important roles for state infrastructure, and ensure Utah has the talent to

the state's mix of incentive programs, its efforts to a coherent approach to coordinating economic development, sets out principles and strategies to increase cooperation and offers recommendations for how to set performance

Conclusion

Through this plan, Utah seeks to create new opportunities for communities, businesses, residents, and visitors to enjoy the bounties of a healthy economy. At the heart of its efforts, Utah agencies – state, local, nonprofit and private sector – can use this plan as a roadmap for working together to elevate Utah and its people.

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Utah's Statewide Economic Development Vision

Building on its success, Utah will elevate the lives of current and future generations through an exceptional quality of life, provide economic opportunity and upward mobility, and encourage business growth and innovation.

Utah is home to attractive, healthy urban and rural communities where residents and businesses thrive, and visitors feel welcome.

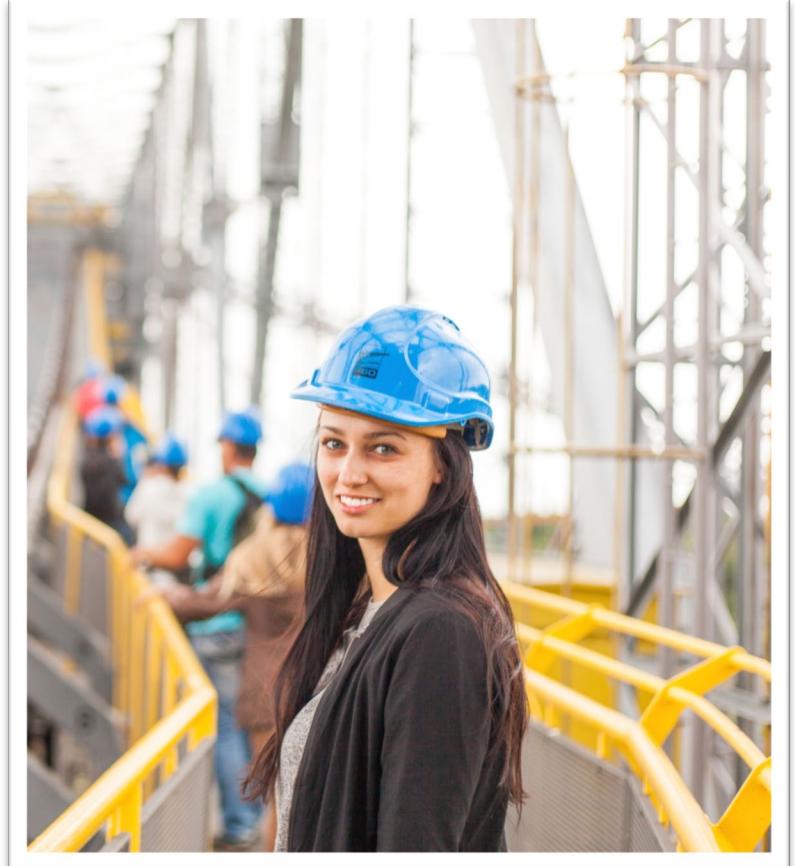


Recommendations



Workforce

- A high priority
- Alignment with NCHEMS and Higher Education Commission
- Stackable credentials
- Work-based learning opportunities



Innovation and Entrepreneurship

- Commercialization training and support services
- Establish investment and R&D tax credits
- Set post-performance incentives for the expansion of life science companies
- Establish a nonprofit organization using a public-private partnership model to provide coordination of innovation and investment programs



Rural

- Streamline and optimize incentives
- Provide a comprehensive grant program
- Enhance business startup and expansion resources
- Update the EDTIF to be rural friendly



Public-Private Partnerships

- Needs focus and attention to be more effective
- Create a web-based inventory of available P3 opportunities
- Work to capture investments for local governments



Local Economic Development

- Training economic development professionals throughout the state, especially in rural Utah
- Share best practices
- Foster increased collaboration



Tourism

- Red Emerald business strategy: quality visitors
- Initiatives consistent with desires of local community
- State parks visitation grew by 15%
(national parks: 3%; 2018)
- Tax relief per household ~\$1,250 annually



Film Industry

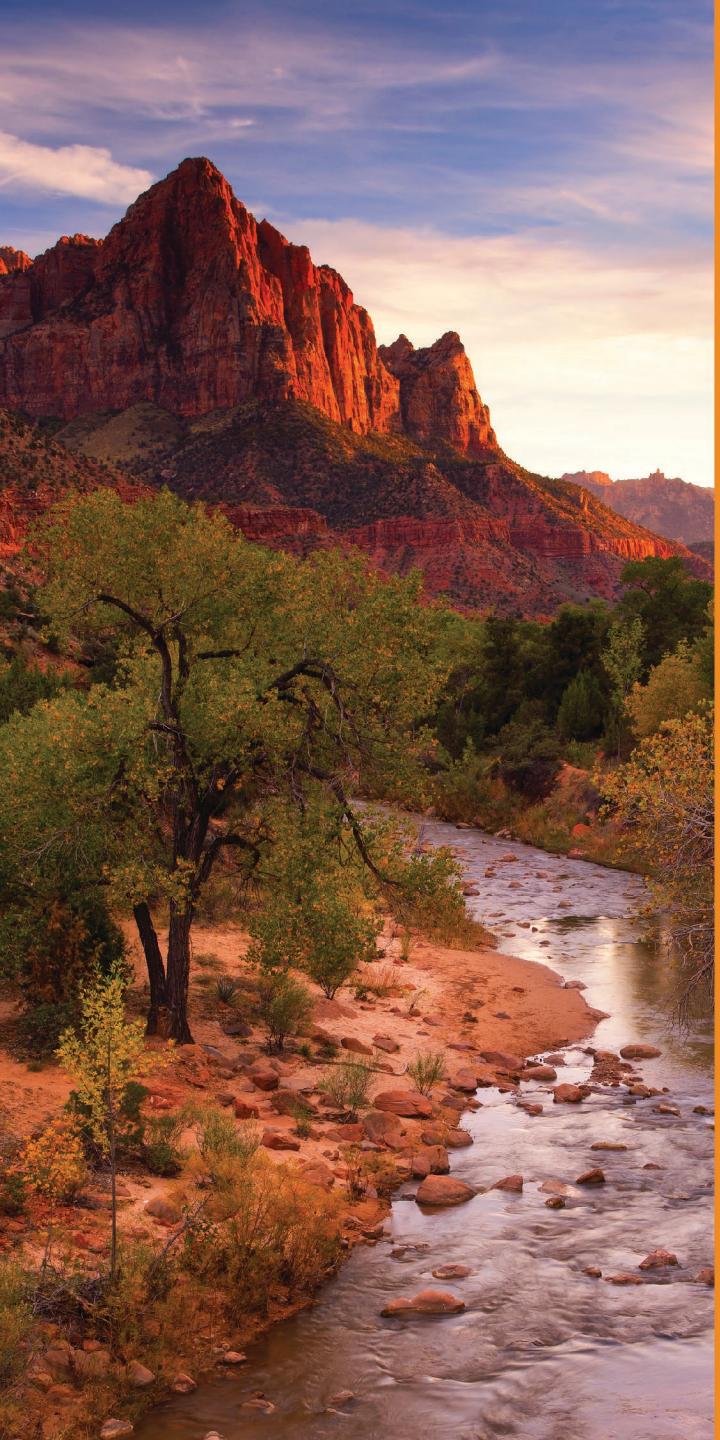
- Film especially helps rural Utah
- Film brands Utah to the world
- Better connect education to workforce needs



Full Report

utahgoed.info/2019plan





Utah Governor's Office *of* Economic Development

BUSINESS • TOURISM • FILM

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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@wfrc.org.

For more information visit www.wfrc.org.

Applicant Information

Date 1/27/2020

Name Nick Maynard

Organization Us Ignite

Email nick.maynard@us-ignite.org

Phone 916-672-5528

Project Information

Project Title Creating New SLC Smart City Startups & Jobs

Project Location In-person training hosted at: WorkHive, 159 Broadway, Salt Lake City, UT 84101

Total Estimated Project Cost \$ \$891,521

Total Estimated EDA Investment \$ \$444,646

Other Funding Sources and Investment \$ 446,875

Project Start Date April 2020 End Date April 2023

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 and 30 retained in nine years by supporting startups. US Ignite will conduct comprehensive internal and external project reviews and assessments at least



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quarterly and likely more 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 150 jobs across the 50 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. WFRD/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. Though 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.



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2018-2023 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

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Applicant Information

Date: 1/14/20

Name: Ariana Farber

Organization: Military Installation Development Authority (MIDA)

Email: ariana.m.farber@gmail.com

Phone: 385-232-1919

Project Information

Project Title: MIDA Power Infrastructure Cost Upgrade

Project Location: Falcon Hill

Total Estimated Project Cost \$: \$1.5M

Total Estimated EDA Investment \$: \$750K

Other Funding Sources and Investment \$: \$750K

Project Start Date: April 1, 2020

End Date: Dec 31, 2020

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

Detailed Project Description:

Northrup Grumman has selected Falcon Hill as its research and development campus for its Ground Based Strategic Deterrent (GBSD) ballistic missile program, heretofore referred to as "Project Unity". Sunset Ridge Development Partners (SRDP), facilitated by MIDA, is currently constructing the first of several buildings which will encompass more than 2 million square feet of office, as well as research and development space. Northrup Grumman needs 15 mega-watts of power in order to support the construction and maintenance of this highly visible project. Infrastructure upgrades include pulling lines from the existing substation and upgrading existing power structures, as the current electrical power infrastructure cannot support Northrup's growing requirements. This project is expected to bring in thousands of high paying engineering jobs to the district and upgrading its electrical capabilities are an essential component to the project's completion.

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

Number of Jobs Created: 2,000 (in the next 5 years)

Number of Jobs Retained: 450

Number of Workforce Development or Training Programs:

Changes in the Region's Economic Environment: Infusion of 2,000 to 3,000 jobs.

Other: Provide needed power infrastructure to a depressed area of Weber County



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Regional Economic Development Priorities

Select One or More of the following Regional Strategies the Project will Address: *More information found in the 2018-2023 Comprehensive Economic Development Strategy*

- Strategy 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.
- Strategy 2. Create Fiscally Sustainable Places** - Revenues and expenses are balanced and sustainable for households, communities, and the region.
- Strategy 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.
- Strategy 4. Attract and Retain Businesses, and Encourage Innovation** - Support and encourage business retention, job creation, workforce development, and innovation by partnering and information sharing.

Briefly Describe How the Project Best Meets the Region's Goals (from above):

Project Unity is projected to bring 2,000 high paying jobs in the engineering and STEM fields to northern Utah, Davis, and Weber counties within the next 5 years. In addition to these high impact jobs, this project will also create secondary jobs in construction, support, and customer service as the local economy responds to projected growth and stimulus. Additionally, retail spaces, stores, hotel lodging, and restaurants have been, and will continue to be, integrated into various development phases on Falcon Hill. The growth spurred by Project Unity will both support and encourage job retention within these businesses. More broadly, the growth cultivated by Project Unity's development will support Hill Airforce Base's (HAFB) Enhanced Use Lease (EUL) mission to eliminate underutilized land on base property. HAFB is one of the state's largest economic driving forces and is responsible for 14% of the GDP in Utah. Supporting the EUL helps ensure the base will never be targeted for re-alignment or closure. Moreover, Northrup Grumman has already begun to influence workforce development by partnering through its various community and educational outreach programs, with initiatives to create internships and apprenticeships in the STEM fields. These programs put technology and information sharing at the fingertips of Utah students and represent a significant investment in the state, making Utah a major innovator in the aerospace industry.