



WASATCH FRONT REGIONAL COUNCIL

# Wasatch Choice Vision

Marcia White

Regional Economic Development Planner

*Utah is growing  
... and we have a plan!*



**WASATCH CHOICE**  
VISION

## Wasatch Choice Vision key strategies for a thriving region and communities:

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### Transportation Choices

Provide people with real choices in how they get around - by driving, transit, biking and walking - so people can easily reach their destinations.



### Housing Options

Support housing types and locations that meet the needs of all residents.



### Parks & Public Spaces

Ensure ample and convenient parks, public spaces, and open land for gathering and recreating.



### City & Town Centers

Create and enhance city and town centers as the hearts of our communities – walkable areas where activity is focused, with places to live, work and play.

- Vision**
- Transportation
- Centers & Land Uses
- Economic Opportunities
- Parks & Public Spaces
- +



Utah is growing... and we have a plan. Our future quality of life depends on the choices we make today. Wasatch Choice Vision is our communities' shared vision for coordinated transportation investments, development patterns, and economic opportunities. The Wasatch Choice Vision map and key strategies show how advancing the Vision can enhance quality of life even as we grow.

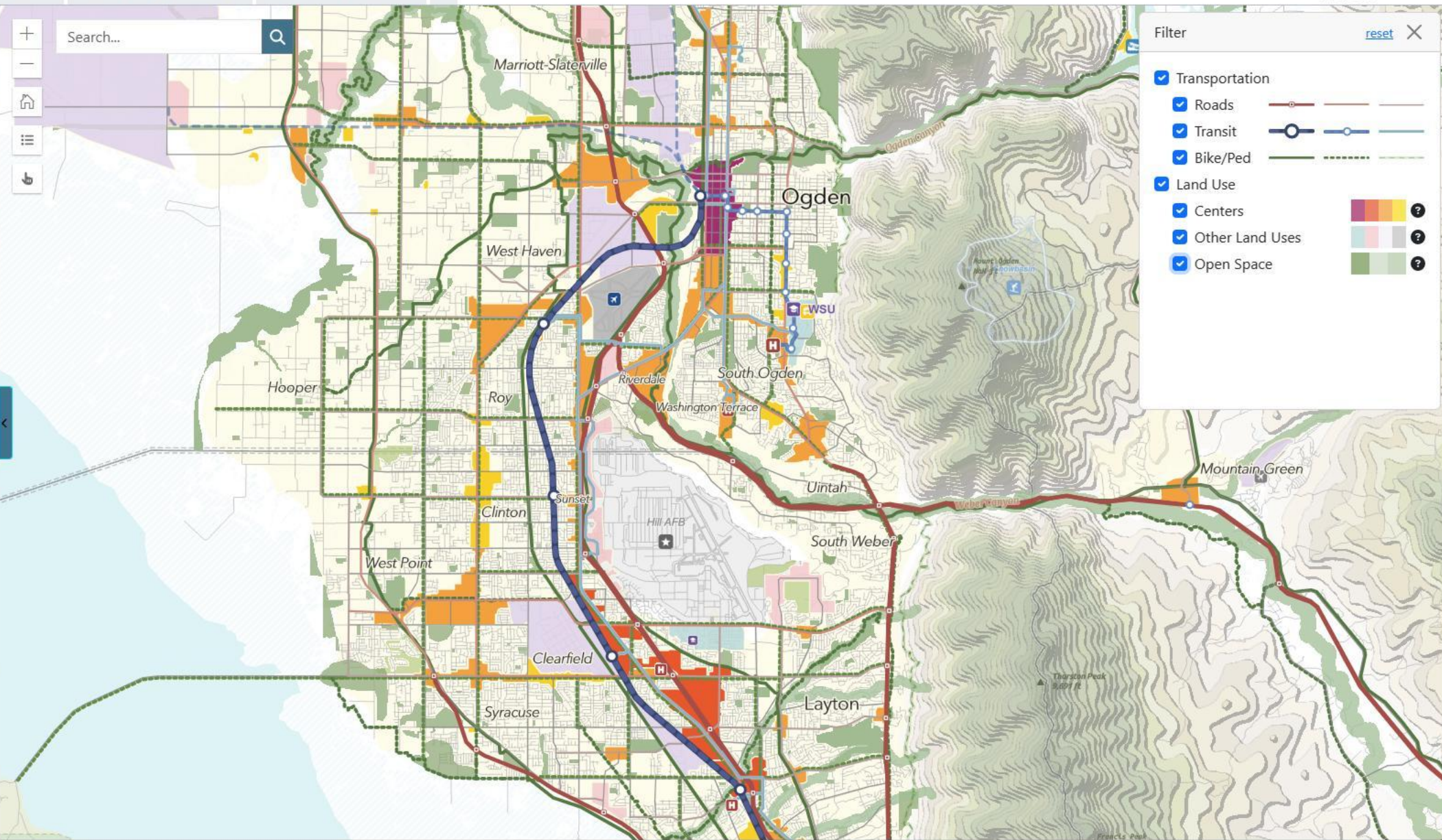
## Key Strategies

Wasatch Choice Vision key strategies for a thriving region and communities:

- Transportation choices**  
Provide people with real choices in how they get around - by driving, transit, biking, and walking - so people can easily reach their destinations.
- Housing options**  
Support housing types and locations that meet the needs of all residents.
- Parks and public spaces**  
Ensure ample and convenient parks, public spaces, and open land for gathering and recreating.
- City and town centers**  
Create and enhance city and town centers as the hearts of our communities - walkable areas where activity is focused, with places to live, work, and play.

## Goals and Benefits

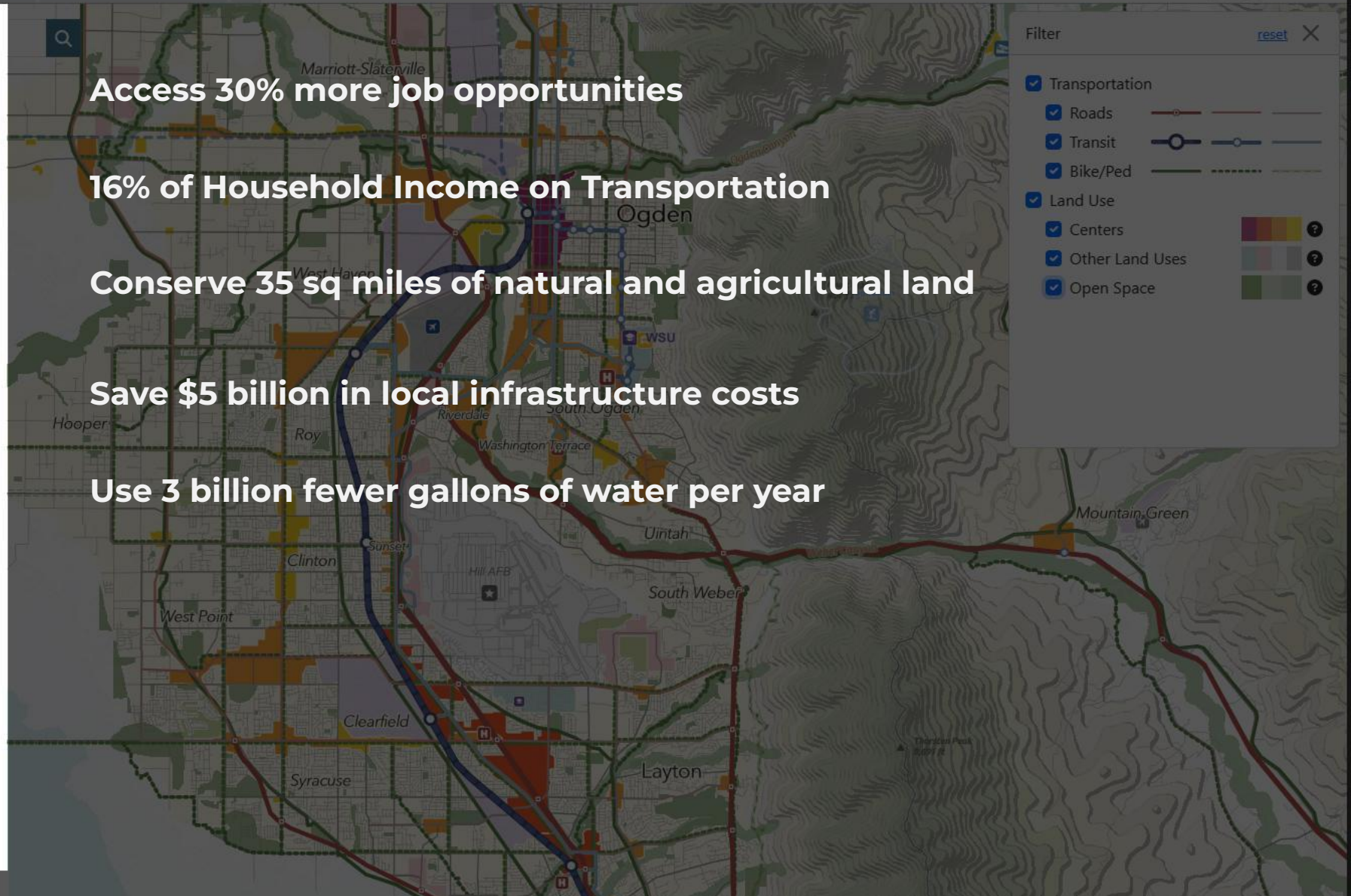
The Vision is designed to improve quality of life now and for generations to come.



# Goals and Benefits

The Vision is designed to improve 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
-  Sustainable environment
-  Ample parks and public spaces



**Access 30% more job opportunities**

**16% of Household Income on Transportation**

**Conserve 35 sq miles of natural and agricultural land**

**Save \$5 billion in local infrastructure costs**

**Use 3 billion fewer gallons of water per year**

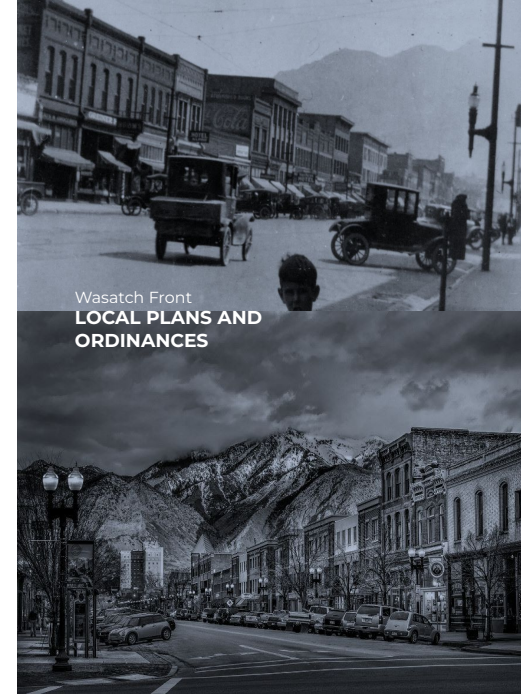
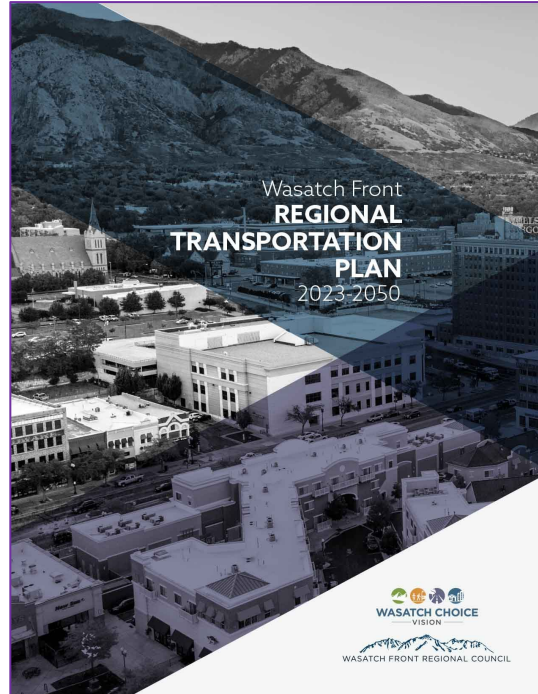
Transportation

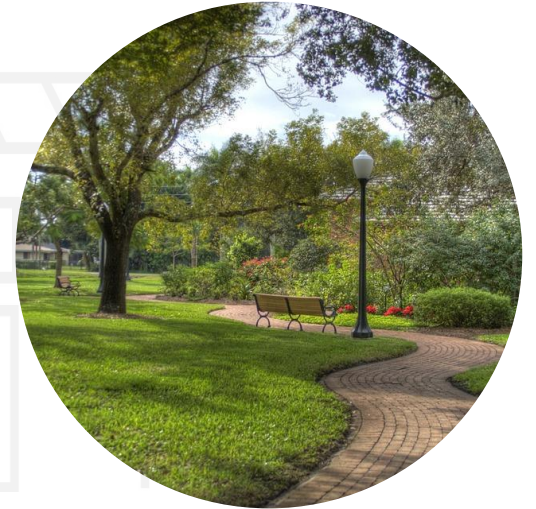
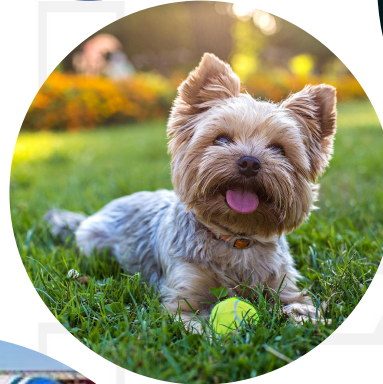
Land Use

Economic Development



# WASATCH CHOICE VISION





slido



**What are the 4 Key Anchors of the WFEDD Comprehensive Economic Development Strategy?**

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.



**slido**



**How can I help promote the 4 Key Anchors in my organization?**

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.

# slido



**What is one word that describes something you love about the city you live in?**

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.

# slido



**In contrast, what is one thing you dislike about your city?**

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.

slido



**How does a strong city and town center benefit your position or your organization?**

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.





# Layton City Economic Development Strategic Plan

## Project Overview

Wasatch Front EDD Meeting

*June 13, 2024*

# Agenda

① Town Centers History / Overview

② Layton Project

③ Analytics / Design Approach

④ Process

⑤ Lessons Learned

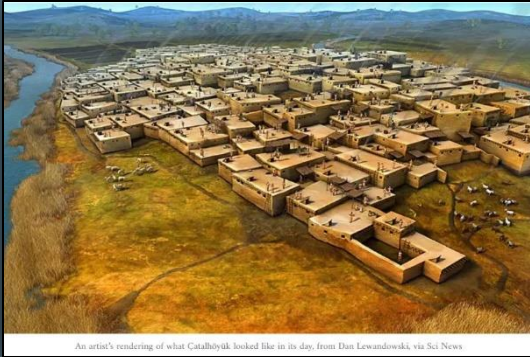


**“People are largely a creature of habit, and many of their activities are more or less automatic reflexes from the stimuli of their environment.”**

- G. Stanley Hall



# Early Civilization



An artist's rendering of what Catalhöyük looked like in its day, from Dan Lewandowski, via Sci News

Catalhöyük

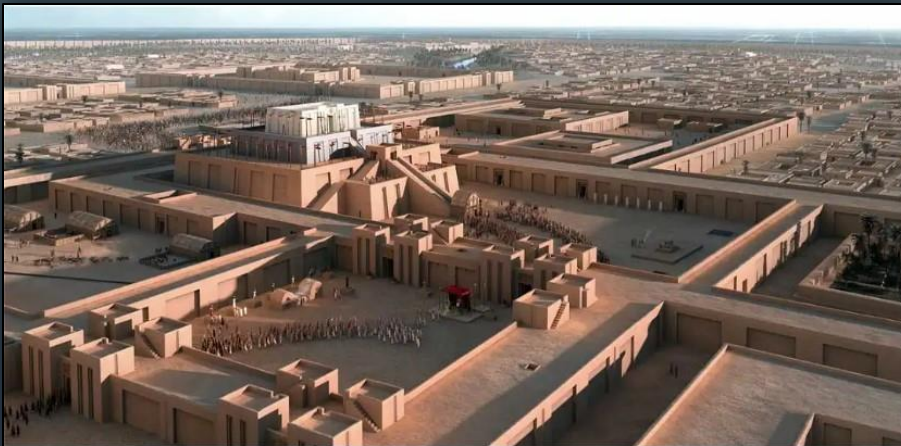


Gobekli Tepe



An aerial view of the Mehrgarh archaeological site, via ThoughtCo

Mehrgarh



A CGI render of the city of Uruk, focusing on the Temple of Inanna, a ziggurat in the center of Uruk, via Artefacts Berlin

Uruk

The first cities appeared during the Neolithic Period when the development of agricultural techniques **assured surplus crop yields large enough to sustain a permanent population**

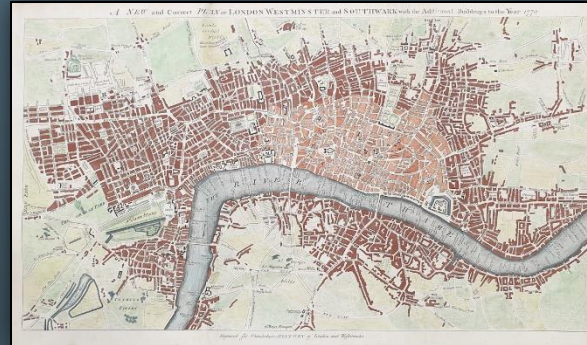
For thousands of years the City Center was designed primarily for **defense** and **convenience**

# Historical Cities of Significance

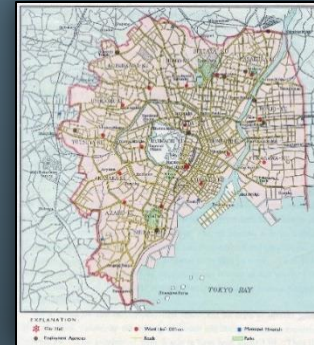
“Throughout history, people have been drawn to cities as centers of trade, culture, education, and economic opportunity”



Istanbul, Turkey



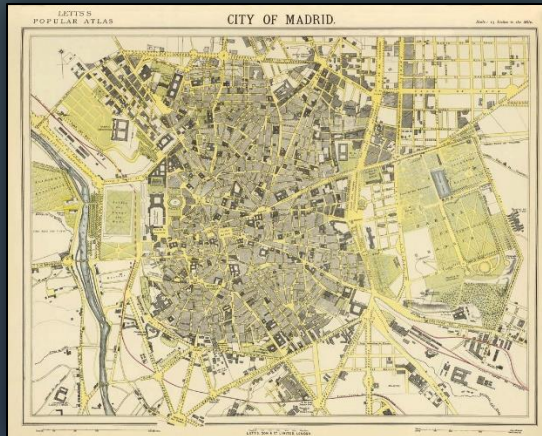
London, England



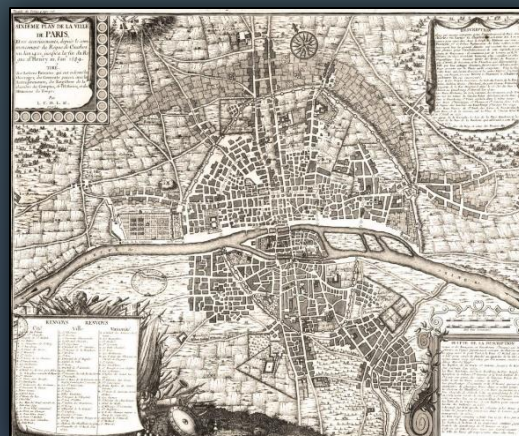
Tokyo, Japan



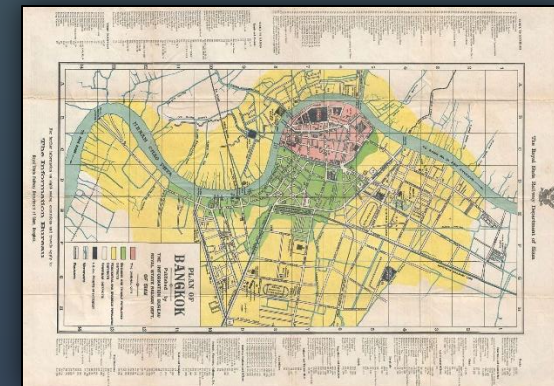
Rome, Italy



Madrid, Spain



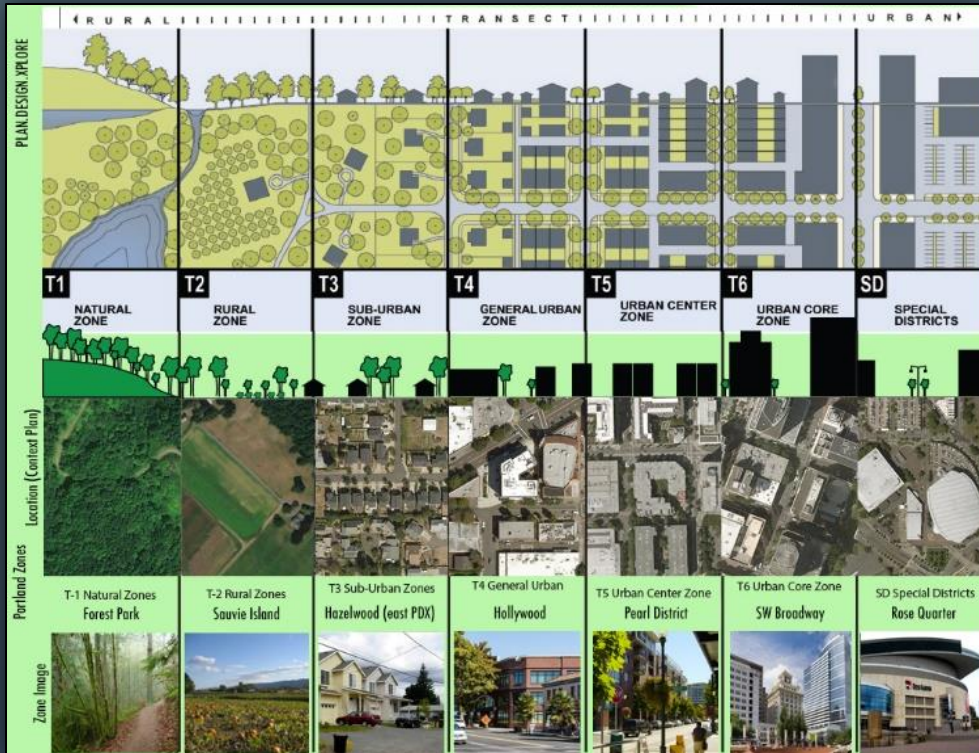
Paris, France



Bangkok, Thailand



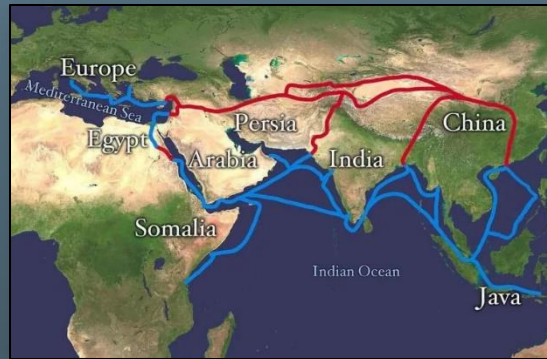
This pattern still applies today - out of **convenience**, no longer necessary for **defense**



### The **Urban to Rural Transect**

The foundation behind the **Smart Code**, **New Urbanism**, **Placemaking** and most other **form based codes** is simply a pattern or snapshot of how these great cities were created and evolved over time.

# Early Trade Routes Created Transportation Networks



Silk Road



Spice Trade

Transportation corridors on land or sea have **always spurred economic centers** since human civilization began to settle - creating opportunity to access limited food and other supplies

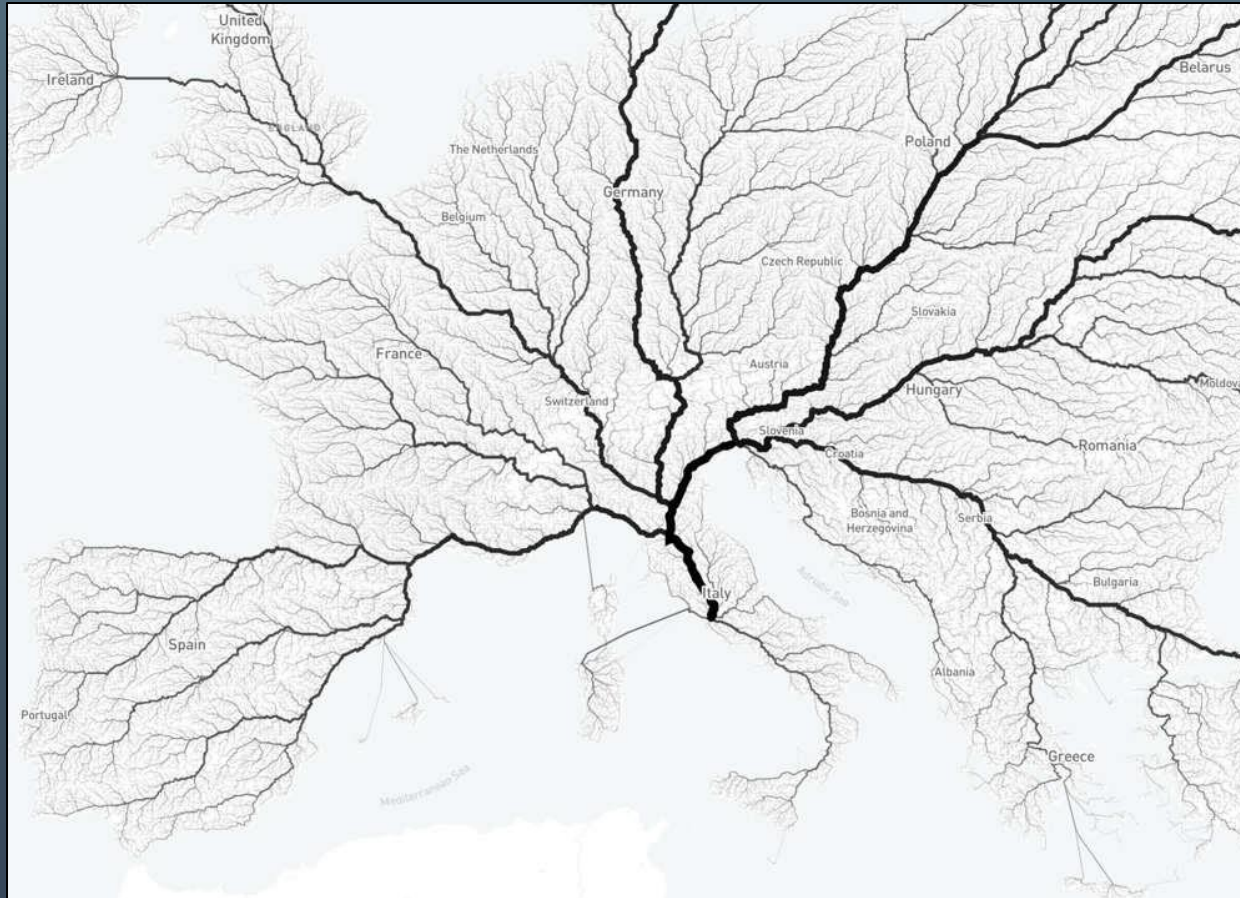
1. Amber Road
2. Incense Route
3. Persian Royal Road
4. Roman Road Network
5. The Silk Road
6. Inca Road System
7. Australian Aboriginal Trading Routes
8. Native American Trading Routes



Native American Trade Routes

# Early Trade Routes Created Transportation Networks

**“All Roads Lead to Rome”**



**I-15** and **Highway 89** via **I-84** have been Layton's equivalent to our 'Road to Rome' for decades

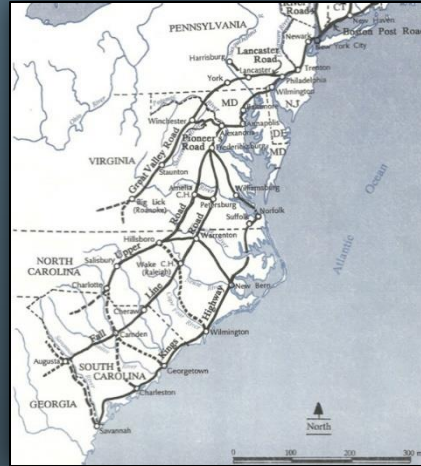
**West Davis Corridor** at **2700 West** is a new connection that will simply add to Layton's economic opportunity

# Early America Transportation Networks



Native American Trade

Led to →



Colonial Road System

Led to →



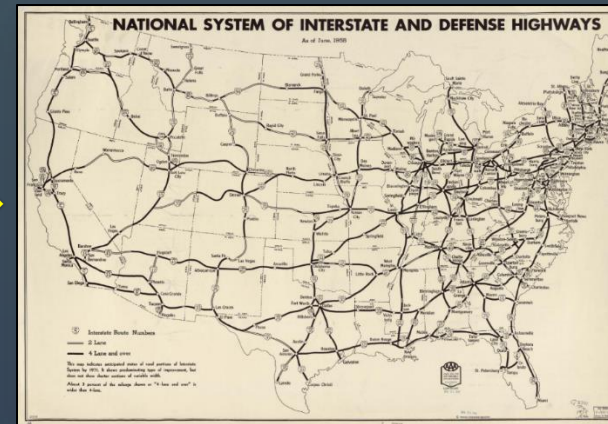
Oregon Trail

Led to →



Railroad System

Led to →



Interstate Highway System

# Main Street

As small towns began to develop across America, a central business district was established where merchants built stores for their retail businesses. The “mainstreet” was the primary road through town and as more businesses sprung up it became **the main hub for the social activities of the community. It was the place to be, the towns people shopped for food and goods there**, watched the latest movies at the theatre, mailed a letter at the post office, did their banking and watched the local parades.



In the early 1900s, **"pedestrians were walking in the streets anywhere they wanted, whenever they wanted, usually without looking,"** Peter Norton, a historian at the University of Virginia

At this point in history, the City Center was **no longer designed for defense**, but designed for convenience and proximity (to people and infrastructure)

# Main Street & the Automobile



The traditional **Main Street is one of the most iconic images of America**. With its unique blend of housing, retail and civic uses, Main Street served as the social and commercial hub of communities until World War II. - *Craig Raphael*

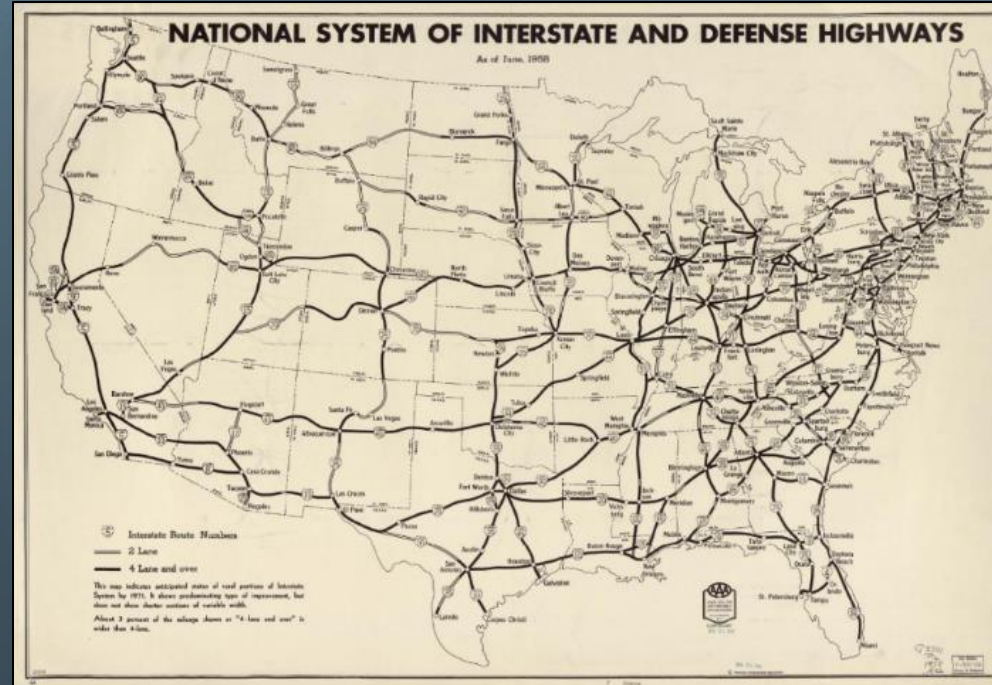


If Main Street means anything today, it signifies an idealized space where American society can practice its highest values, which include civility, tolerance, and yes, commerce.

And **Main Street's endurance, as an idea, demonstrates the authority of myth to nurture a sense of community**, even in a society as fragmented as ours. – *Miles Orvell*



# Interstate System



“The Interstate System has been called the **Greatest Public Works Project in History**. From the day President Dwight D. Eisenhower signed the *Federal-Aid Highway Act of 1956*, the *Interstate System* has been a part of our culture and as an integral part of the American way of life. Every citizen has been touched by it, if not directly as motorists, then indirectly **because every item we buy has been on the Interstate System** at some point.”

# Main Street and the Mall



LAYTON HILLS MALL

Created for Convenience **1956**

The "air-conditioned, sanitized, standardized **shopping malls have become the new Main Streets of America**"

*(Consumer Reports, 1986).*

- Regional Shopping Center
- Power Center
- Lifestyle Center

Along with power mowers, "the pill," antibiotics, smoke detectors, transistors, and personal computers, **the shopping mall was selected as one of the top 50 wonders that has revolutionized the lives of consumers**

*(Consumer Reports, 1986).*

# The Pedestrian vs the Automobile

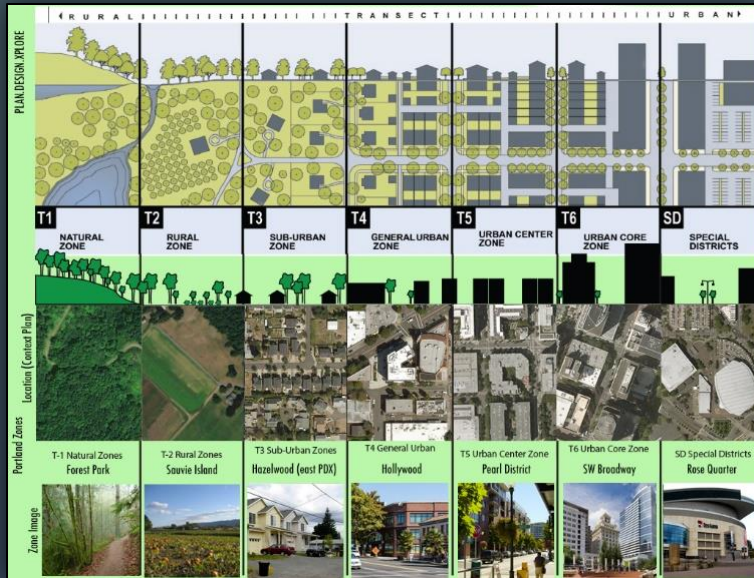
“When walking a group of subjects past the long, smoked-glass frontage of a Whole Foods store in Lower Manhattan, their **arousal and mood states took a dive**...

an **emerging disaster in street psychology** as suburban retailers begin to colonise central cities, block after block of bric-a-brac, and mom-and-pop-scale buildings and shops are being replaced by blank, cold spaces that effectively bleach street edges of conviviality.”

– Charles Montgomery, *Happy City*



VS



# Main Street Resurgence



DAYBREAK, UT



BOULDER, CO



STAPLETON, CO



SAN ANTONIO, TX

For decades, **Main Street stood for the local**; today it's an **importable model of planning and development** that can be **set up almost anywhere**.

– Miles Orvell

The planning and development professions often attempt to recreate “Main Street” and mixed-use retail centers, even vertical mixed-use products, where they did not exist organically - where people (the market) prefer to travel to obtain goods and services and to interact.

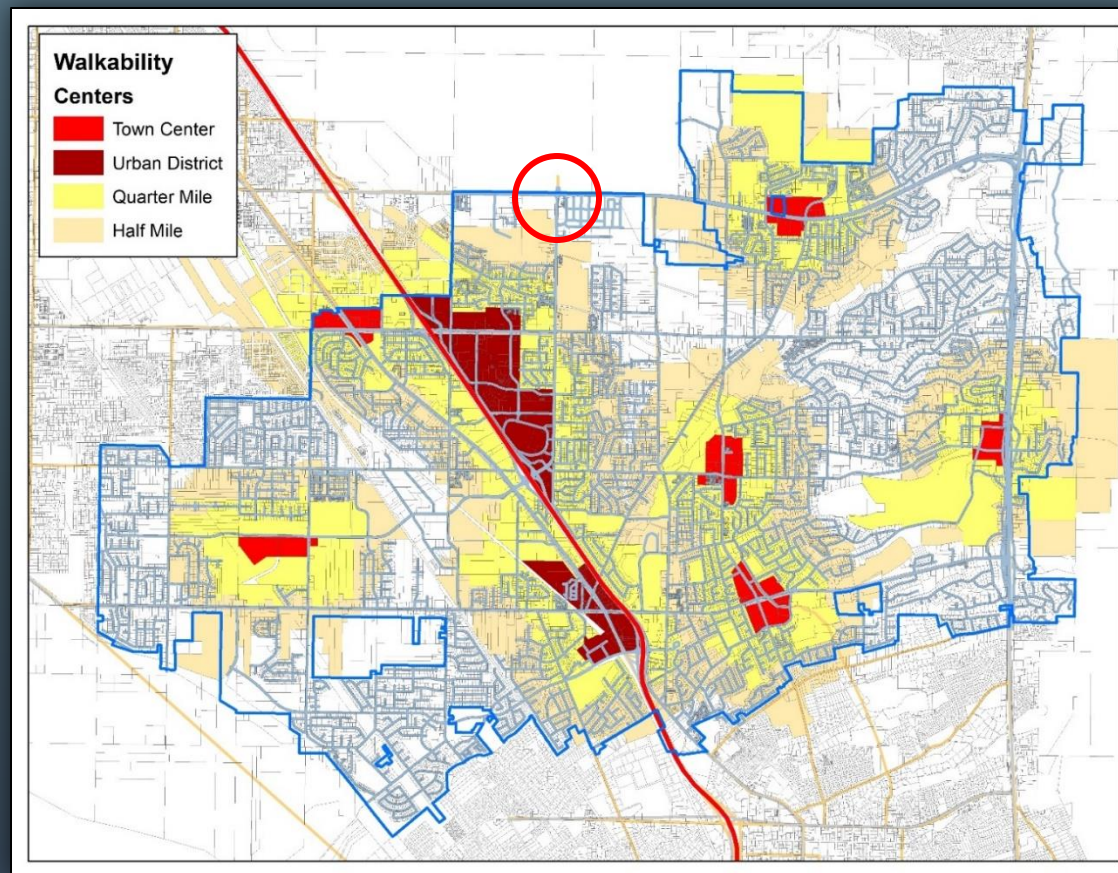
# Walkability & Location

Layton originally evolved from **suburban sprawl**

Hill AFB and I-15 **created the demand** for “retail centers” and other major transportation corridors have been key to Layton’s growth

Layton **does not have a formal downtown** as most historically beloved cities have, meaning **centers have greater meaning** in Layton

They can create that “**sense of place**” with higher density, compact development, and the “**center**” at a **pedestrian scale** that we are missing



Located on major transportation corridors and intersections – **market realities still apply**

# Town Centers

## Benefits of a Town Center

- Greater sense of place
- Higher density
- Creates a gathering place
- Creates more demand for retail
- Demand for more transportation options
- More walkable
- More affordable development
- Preserves vacant land longer
- Combats commercial sprawl
- Reduces retail saturation
- Combats multi-family sprawl
- More placemaking opportunity
- Provide an experience that draws people and keeps them longer

## Challenges of a Town Center

- Forcing an urban product into a non-urban context
- All remaining developable land will inevitably and completely develop into something unless the City protects the land that surrounds it - making it difficult to protect the center to edge development pattern



# Town Centers



“Town Centers are the local centers for everyday life that provide convenient access to goods and services with diverse housing options, **shopping, and jobs that are closer to where people live**. As housing costs continue to rise and demand for more compact housing increases, Town Centers **provide housing choice variety and a sense of community**. **Pathways connect residents to sidewalk cafes, plazas and open spaces**, drawing people together for business and leisure.”

“By providing services closer to where people live, Town Centers can **encourage more walking and biking, and less driving**. With commercial amenities in closer proximity to residents, and with **connecting trails and walkable streets**, vehicle trips are shorter, resulting in fewer total vehicle miles driven.”

LAYTON FORWARD

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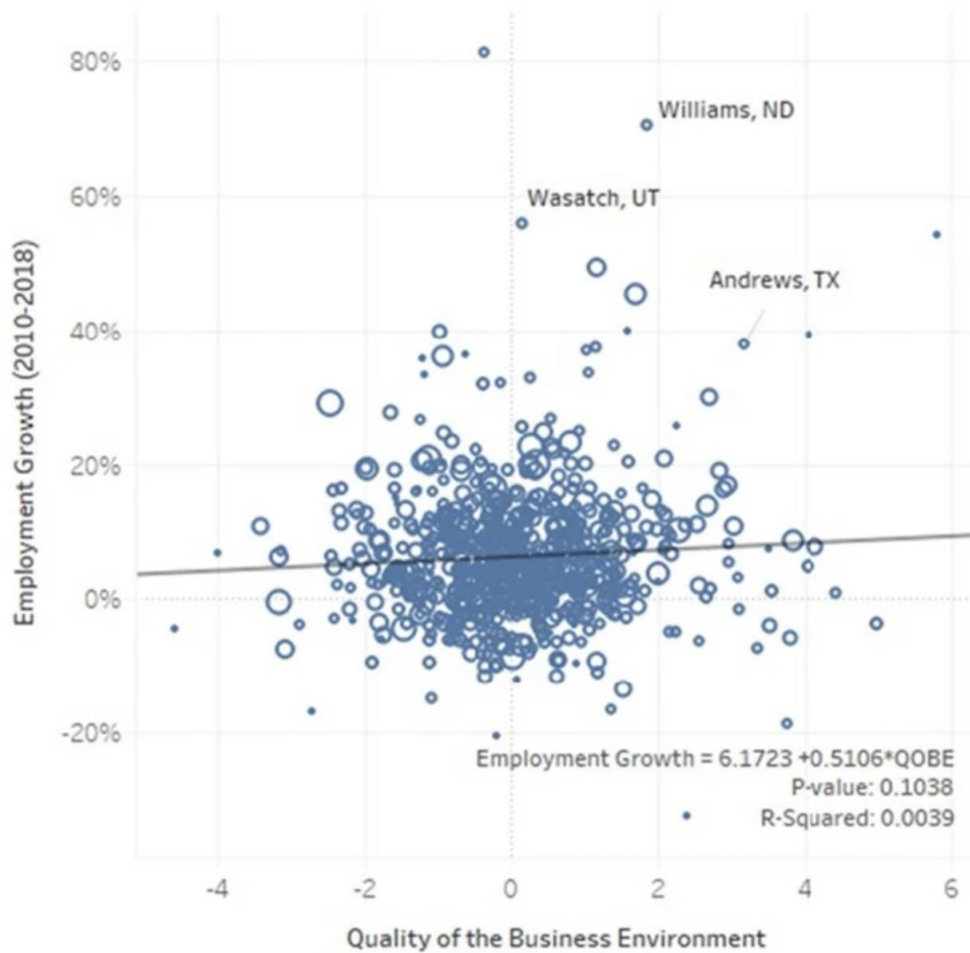
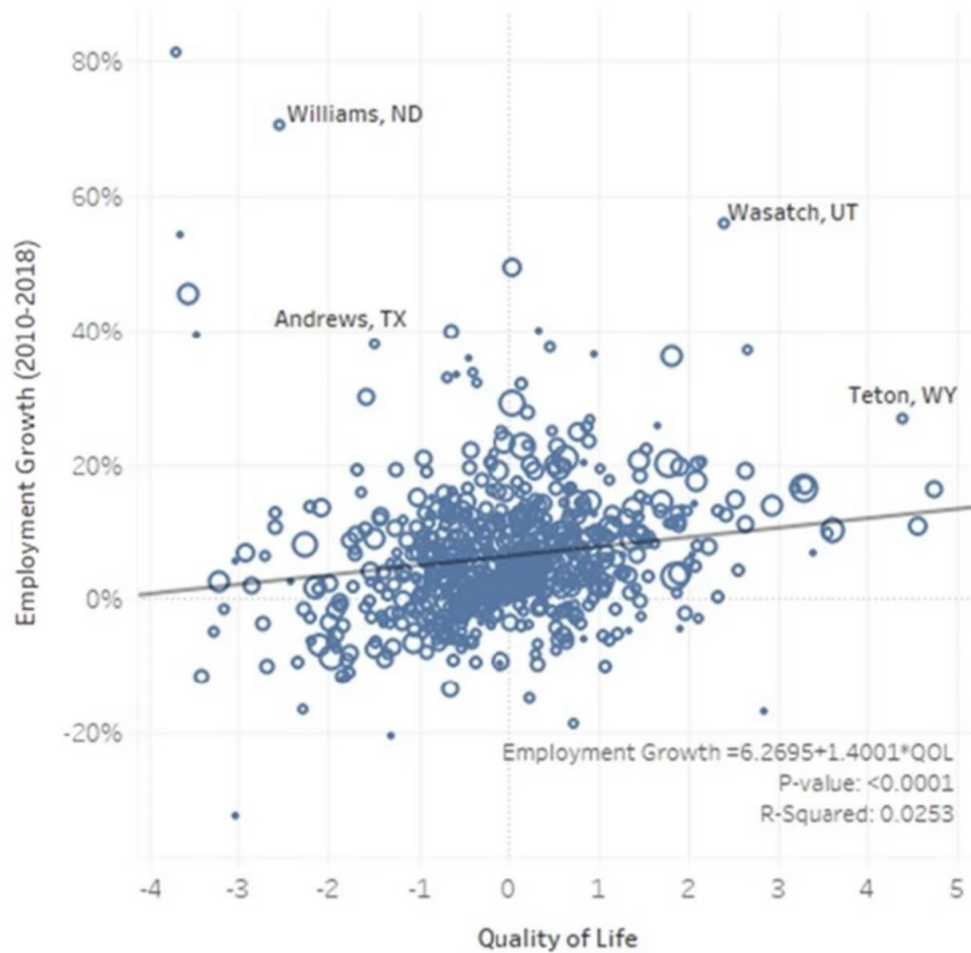
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# Town Centers & Economic Development



“Quality of life (more than Quality of Business Environment) is associated with employment growth”

# Town Centers & Transportation

## Impact:

- Traffic Analysis Zone with 50% Town Center =  
**5% reduction** in commute times
- 1% decrease in commute times in WFRC =  
**192,140 minutes, 1.9 tons of CO<sub>2</sub> / year**

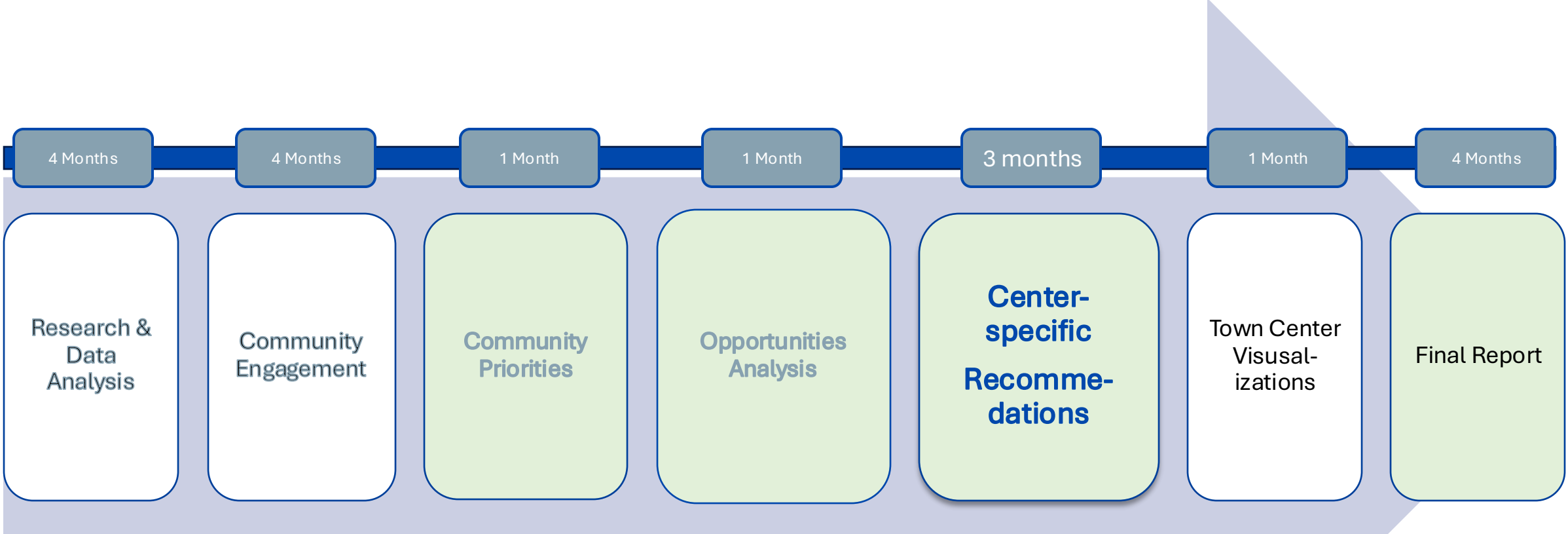
# Layton Project

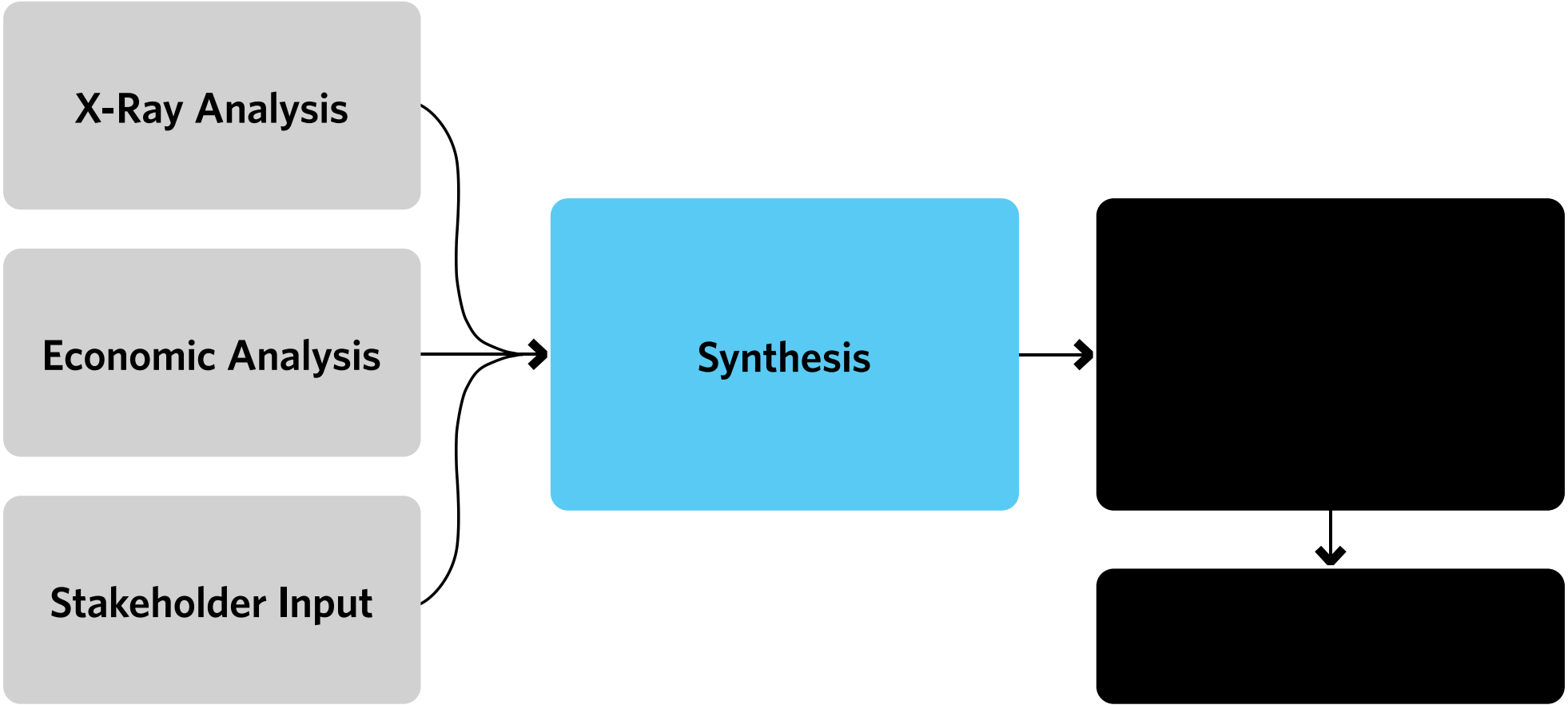
**Objective:** Comprehensive economic development plan that focuses on major transportation facilities and interchanges and the effect of various transportation modes.

**Deliverable:** Original economic development plan containing goals, objectives, implementation plans, and metrics.

- Economic impacts from newly constructed highways, and interchanges
- Changing environments created by growth
- Impact of “Town Centers”.

# Layton Project





# WORKING PROCESS

LAYTON, UTAH

URBAN DESIGN ASSOCIATES

# Analytics / Design Approach

*What are the meta trends that will impact the community in the long run.*

## **Demographics / Economics**

- Population trends / forecasts
  - Generational housing preferences
  - Workforce considerations
    - Educational attainment
    - Degrees earned
- Industry Analysis
  - Industry Clusters
  - Entrepreneurship

# Analytics / Design Approach

*What are the meta trends that will impact the community in the long run.*

## **Real Estate:**

- Commercial Real Estate
  - Lease rates
  - Absorption
  - Projected future needs
- Layton Retail Analysis

- High End Retail
  - National trends
  - Psychographics
  - Sector recruitment requirements
- Residential
  - Mix
  - Density

# Analytics / Design Approach

*What are the meta trends that will impact the community in the long run.*

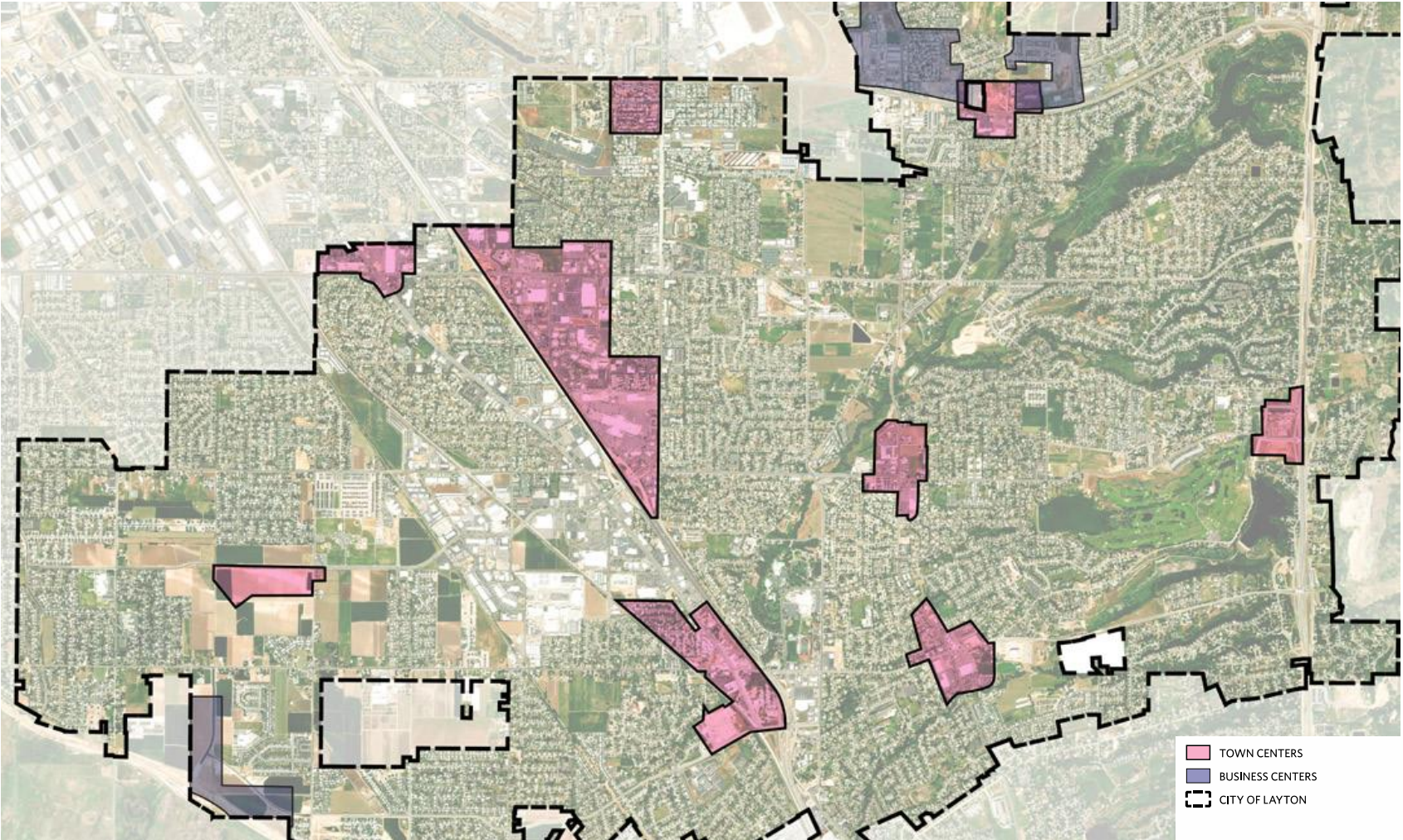
## **Transportation**

- Commute times
- Professions commuter flows (inflows/outflows)
- Walkability
- Interplay of transportation & communities



# X Ray Analysis

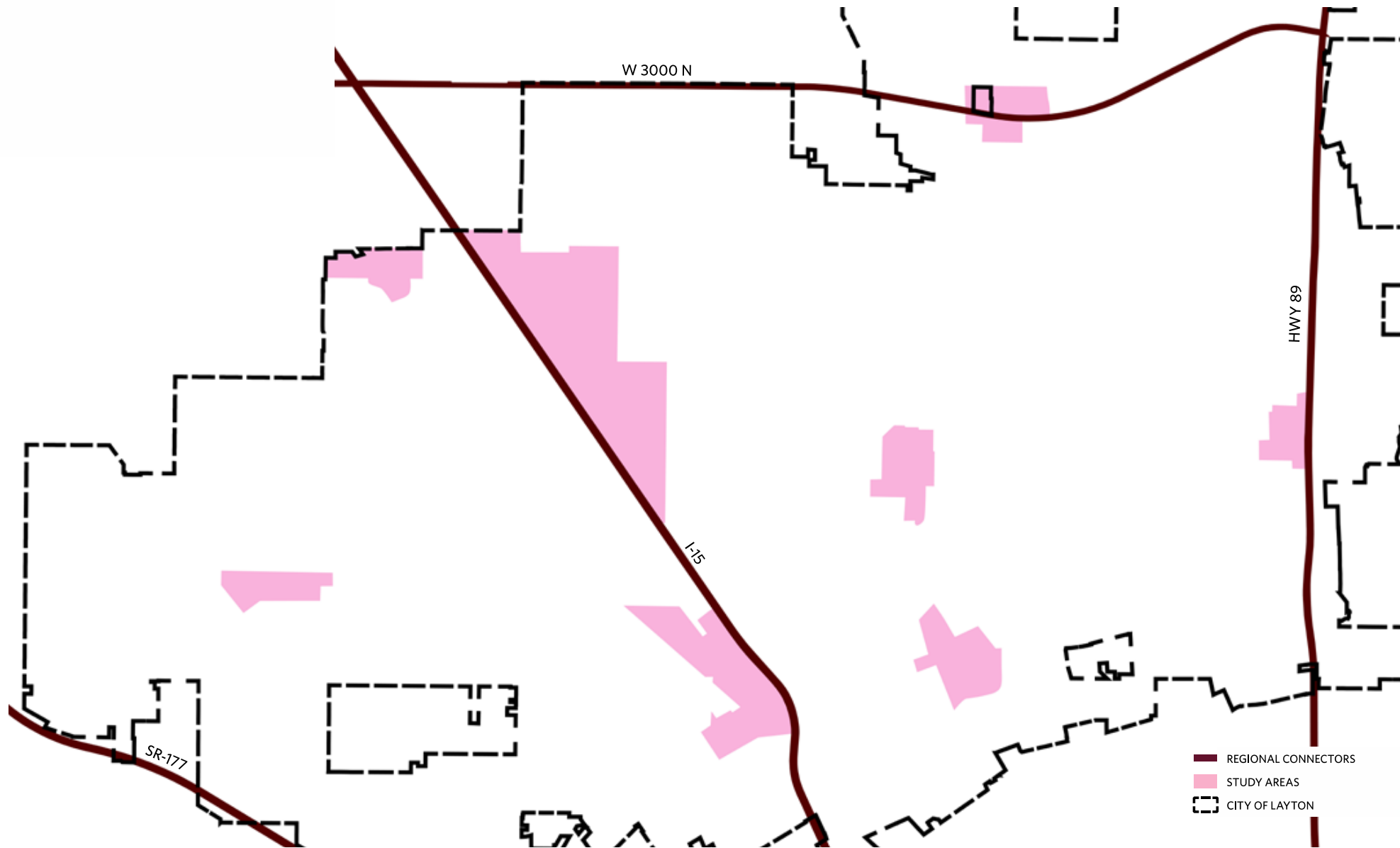
16 May 2024



## URBAN + TOWN CENTER STUDY AREAS

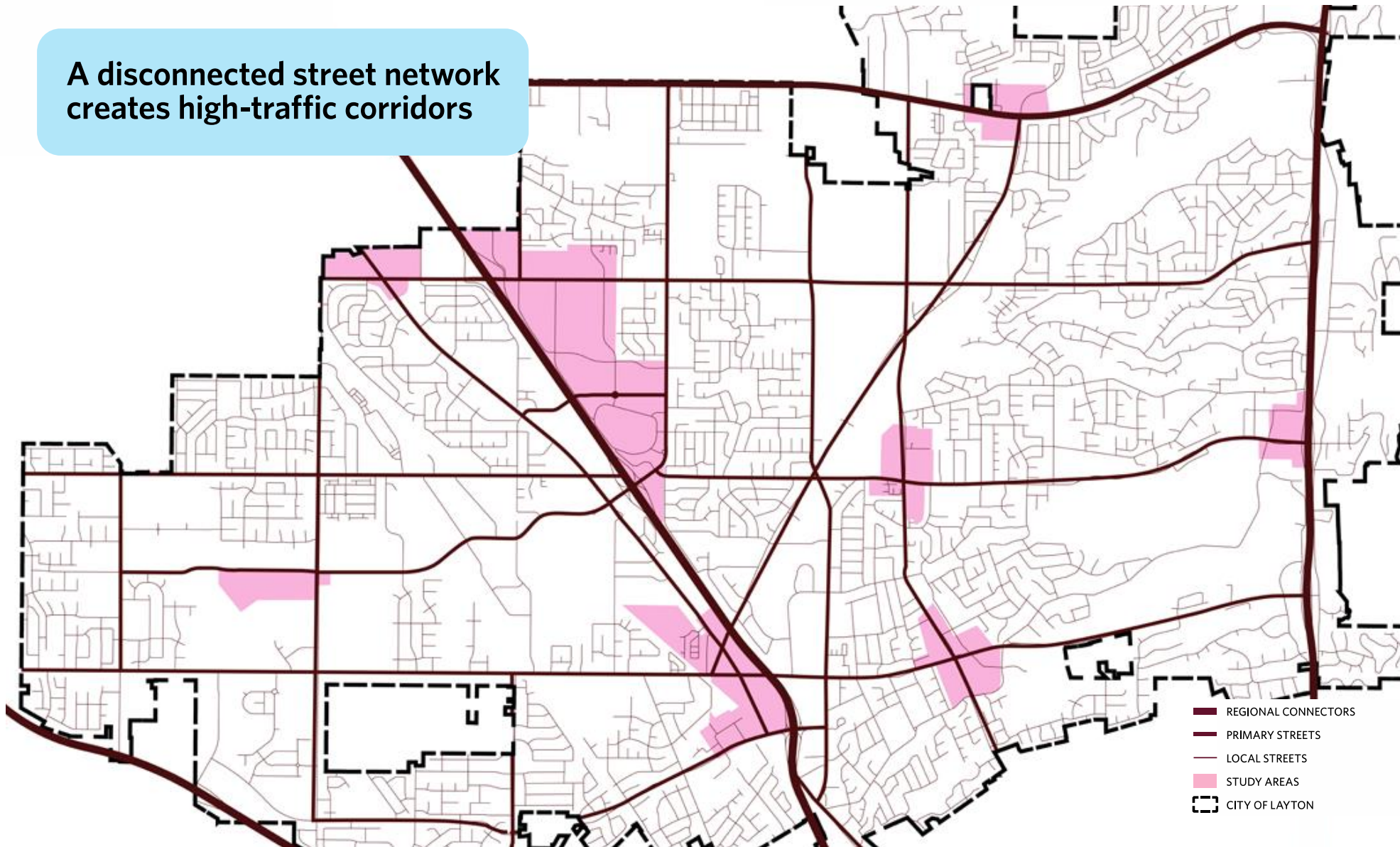
LAYTON, UTAH

URBAN DESIGN ASSOCIATES

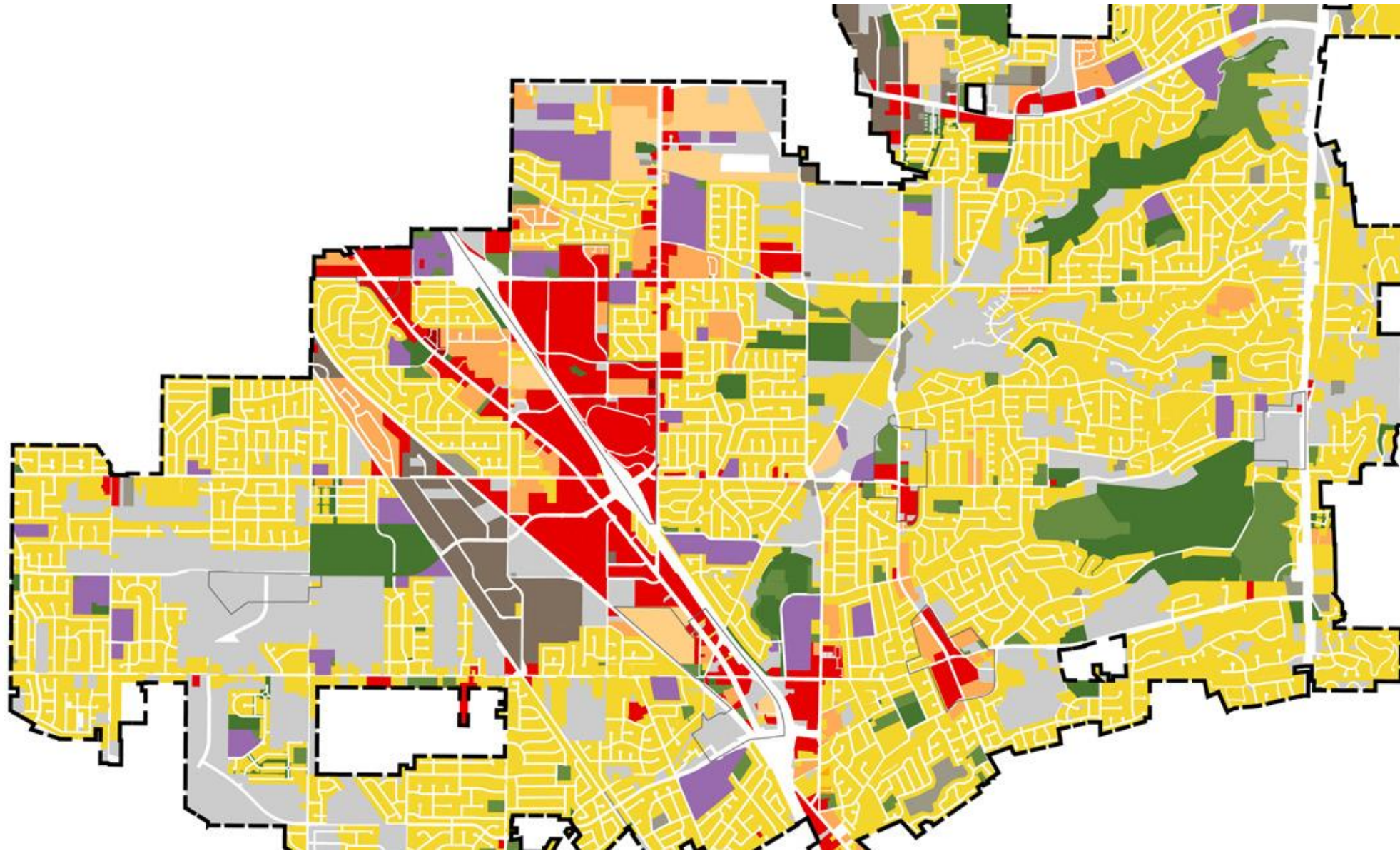


# X-RAY ANALYSIS | MAJOR ROADWAYS

A disconnected street network creates high-traffic corridors



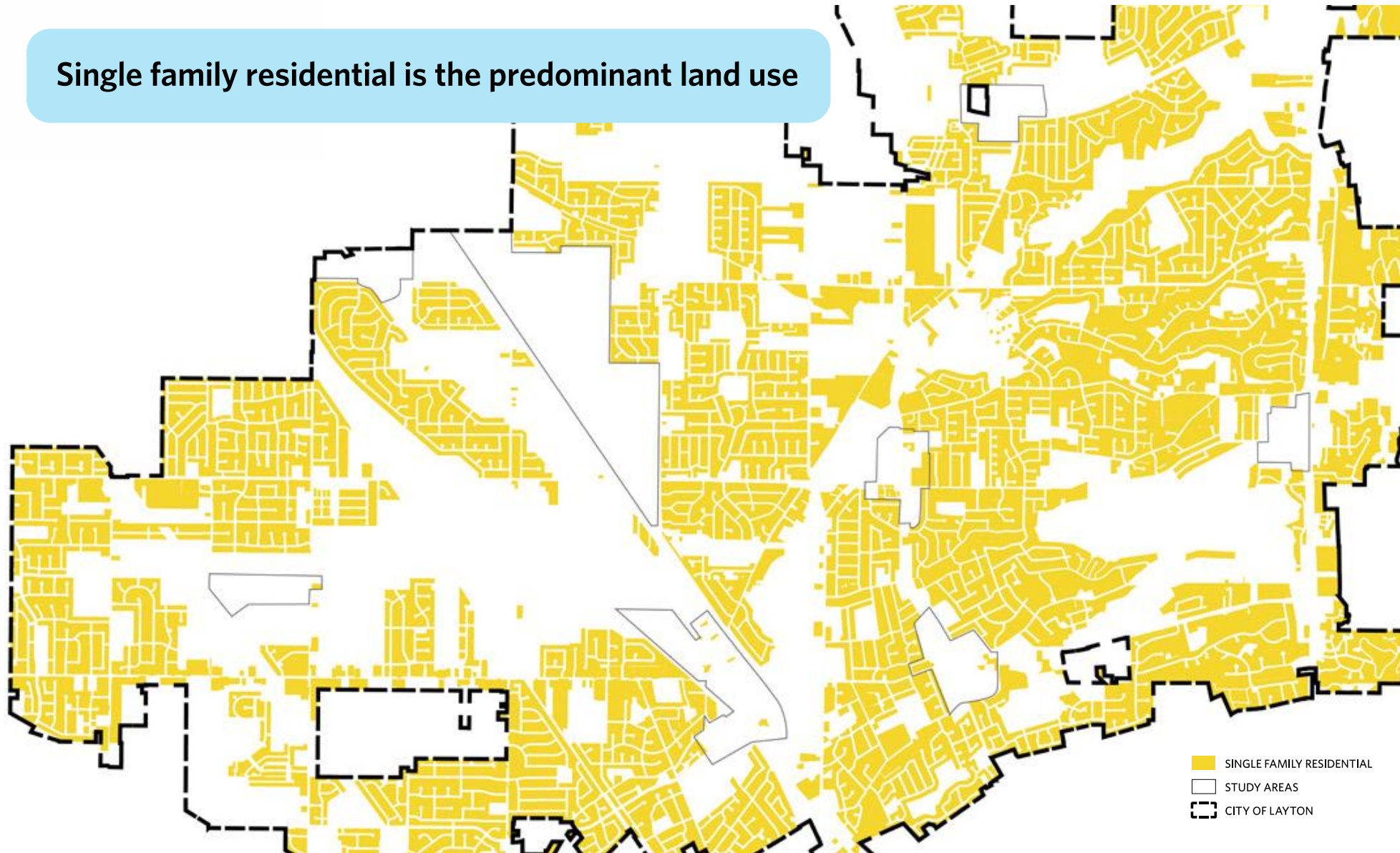
# X-RAY ANALYSIS | STREET HIERARCHY



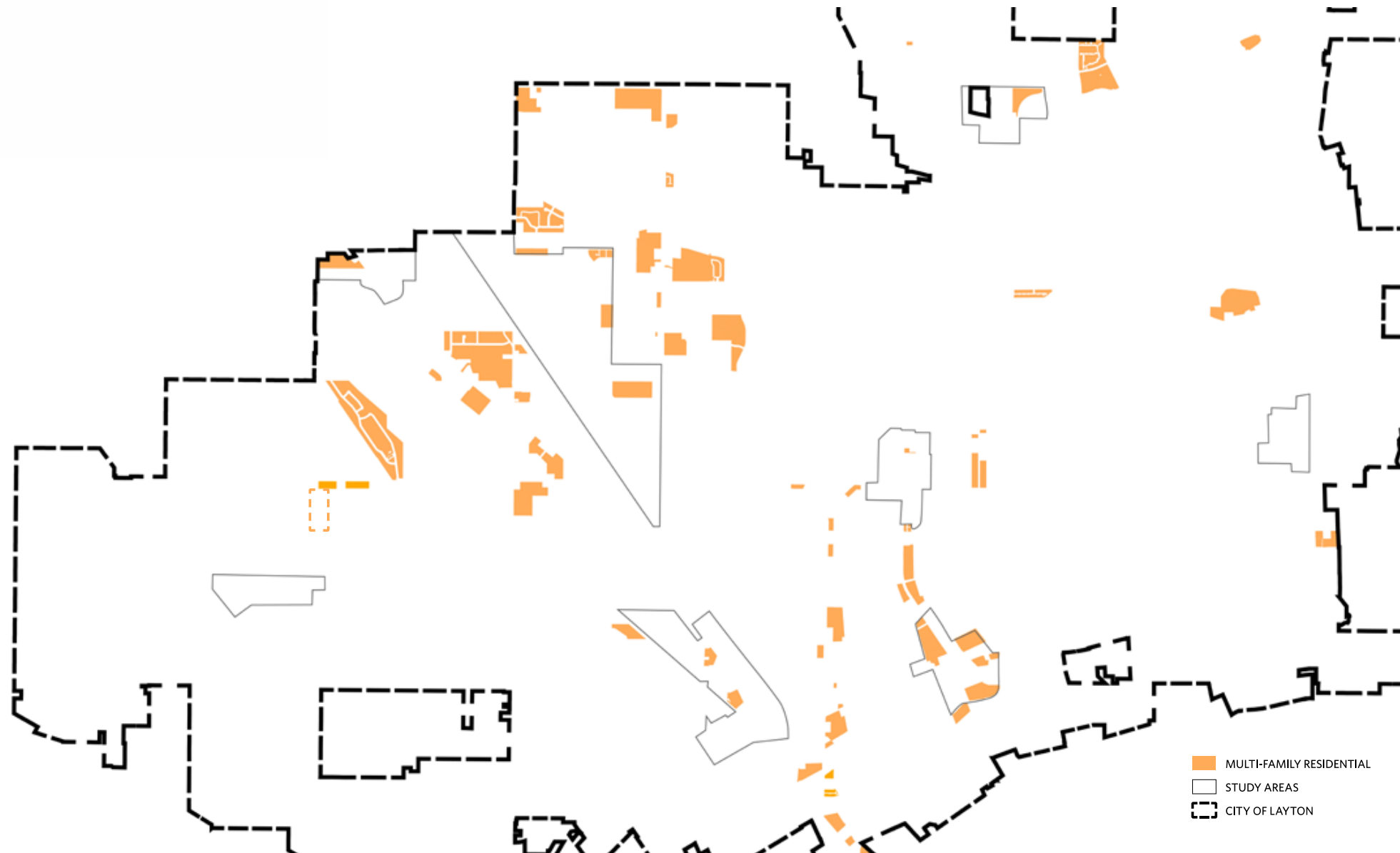
## X-RAY ANALYSIS | LAND USE PORTRAIT

LAYTON, UTAH

Single family residential is the predominant land use

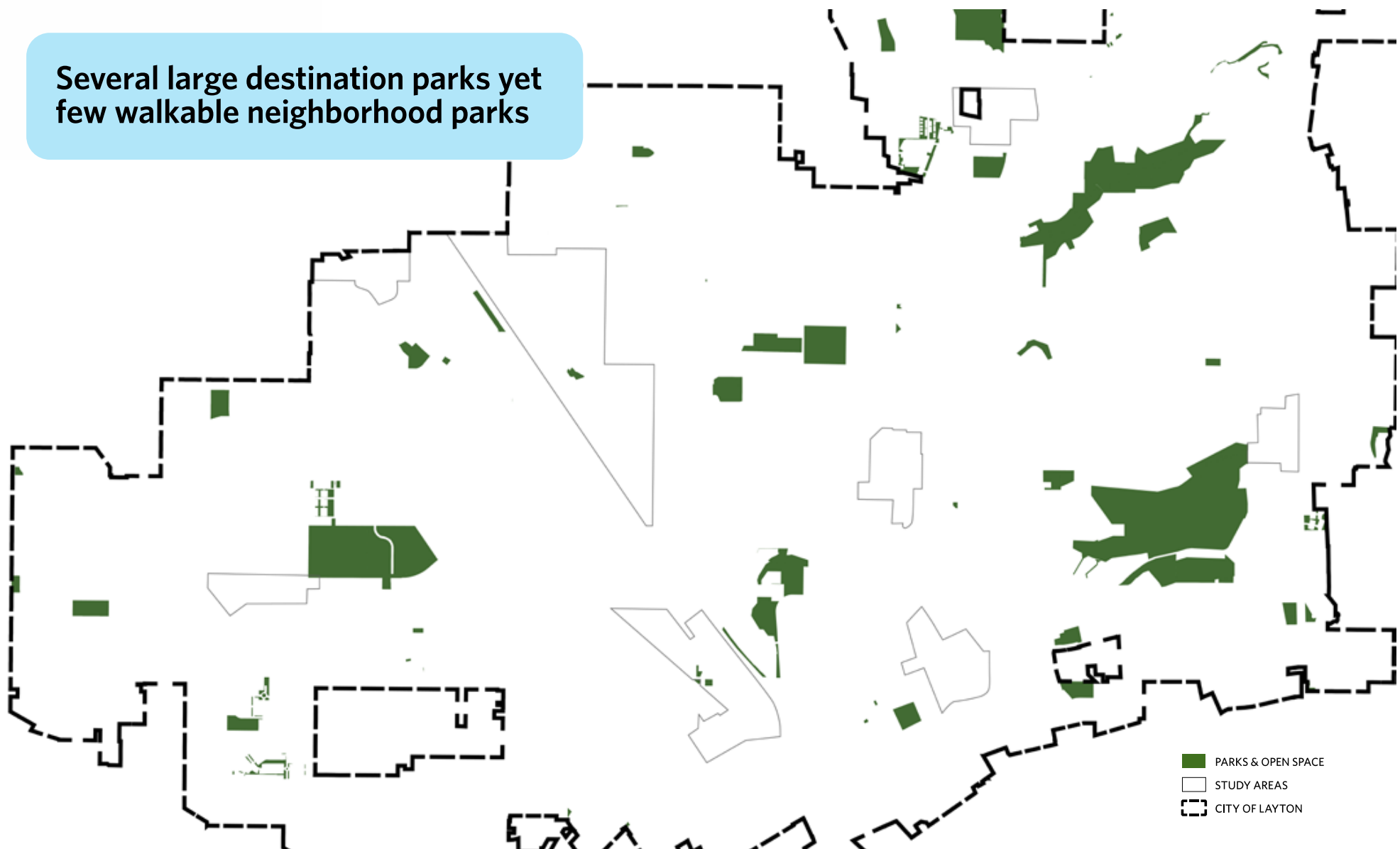


# X-RAY ANALYSIS | SINGLE-FAMILY RESIDENTIAL



# X-RAY ANALYSIS | MULTI-FAMILY RESIDENTIAL

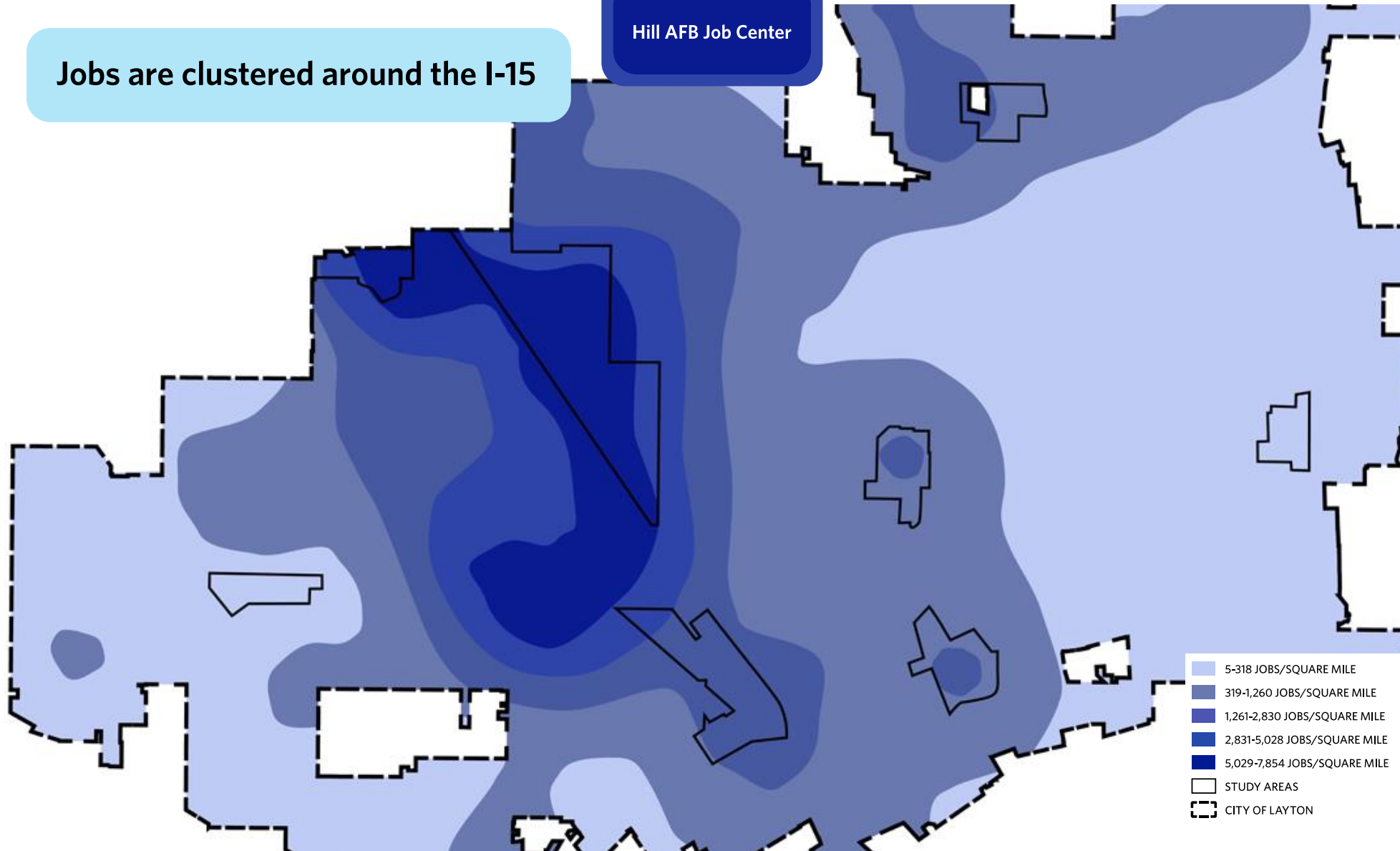
Several large destination parks yet few walkable neighborhood parks



# X-RAY ANALYSIS | PARKS AND OPEN SPACE

Jobs are clustered around the I-15

Hill AFB Job Center

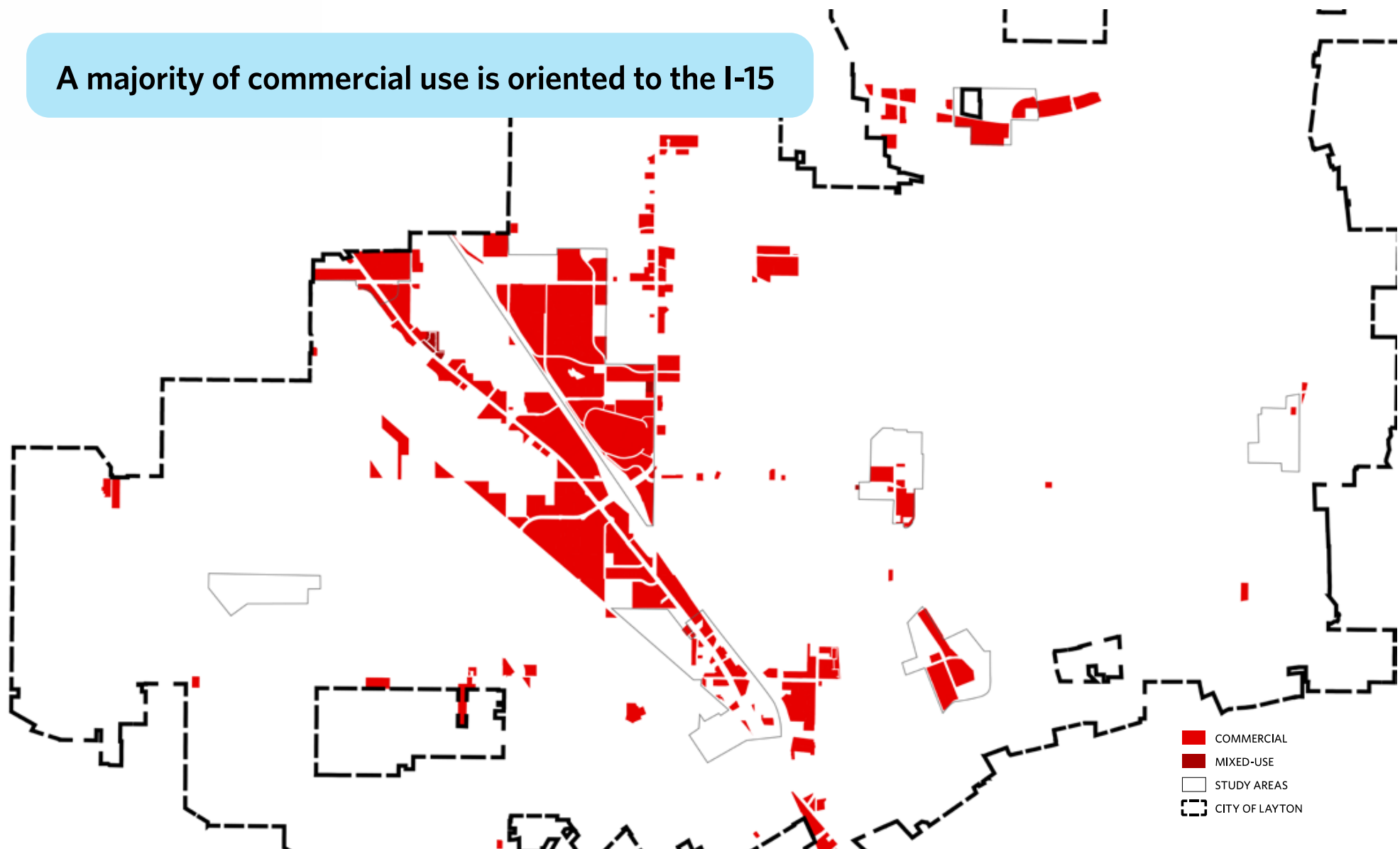


# X-RAY ANALYSIS | JOB DENSITY

LAYTON, UTAH



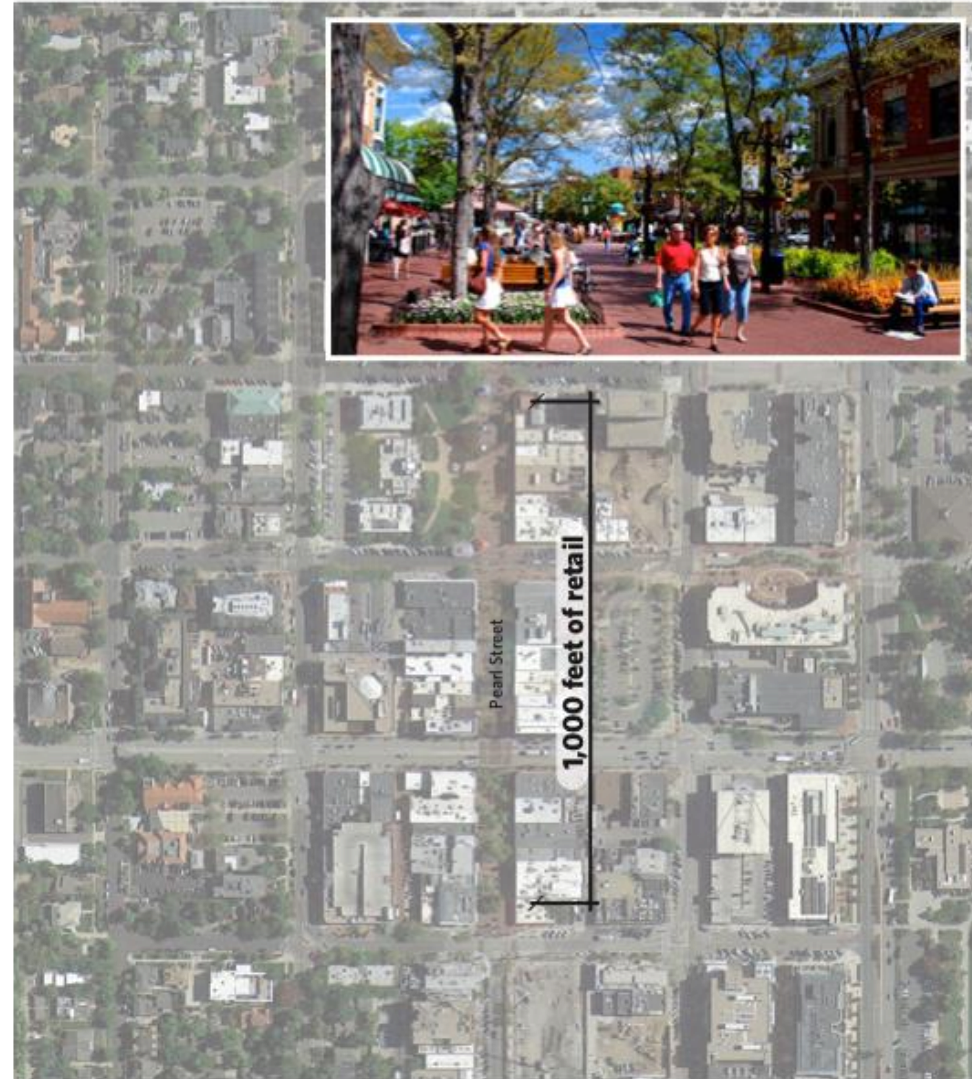
A majority of commercial use is oriented to the I-15



# X-RAY ANALYSIS | COMMERCIAL



Layton Mall



Pearl Street, Boulder, CO

# SCALE COMPARISON

# Lessons Learned So Far...

## Words Matter...

- Alleys = Crime
- Density = Bad people
- Mixed Use Development = ??? / (Whatever I am building)
- Walkability = No cars
- Retail Development = Grocery store anchor
- High End Retail = Whatever makes us compete with Farmington...

# Lessons Learned So Far...

## Data Matters / Challenge Assumptions

- Retail apocalypse in Layton



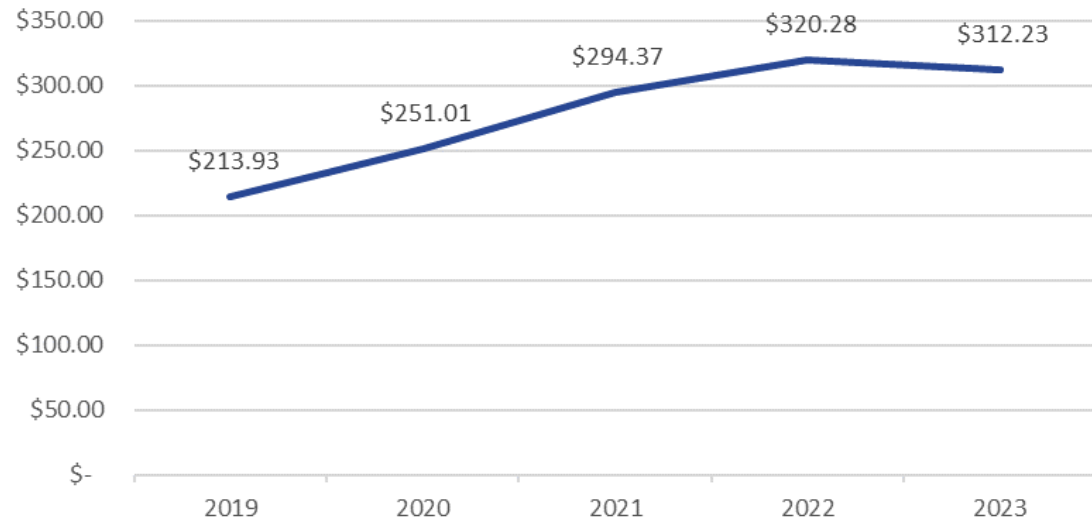
- Davis County over-retailed



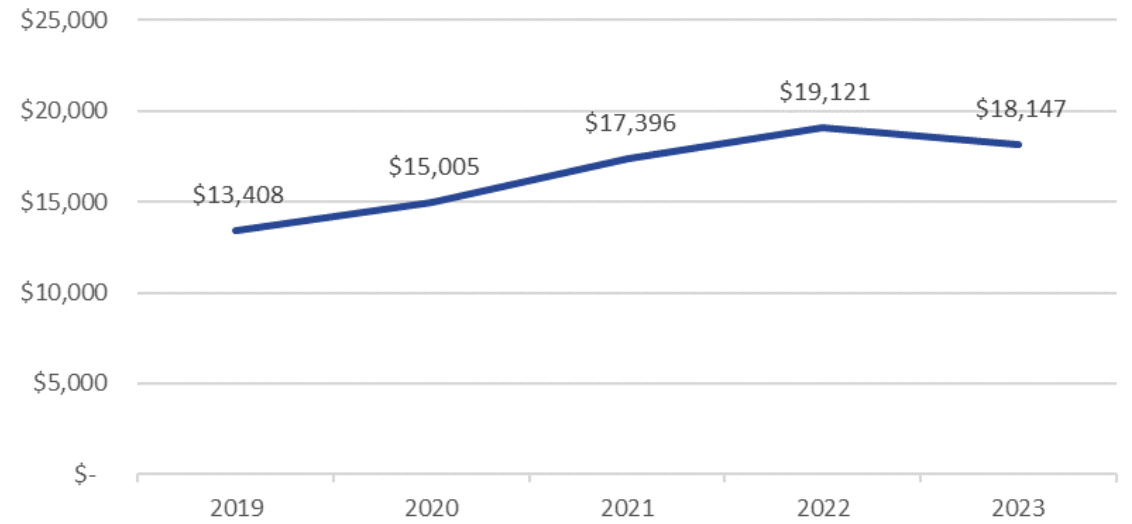
## Transportation

- Density around transportation arteries

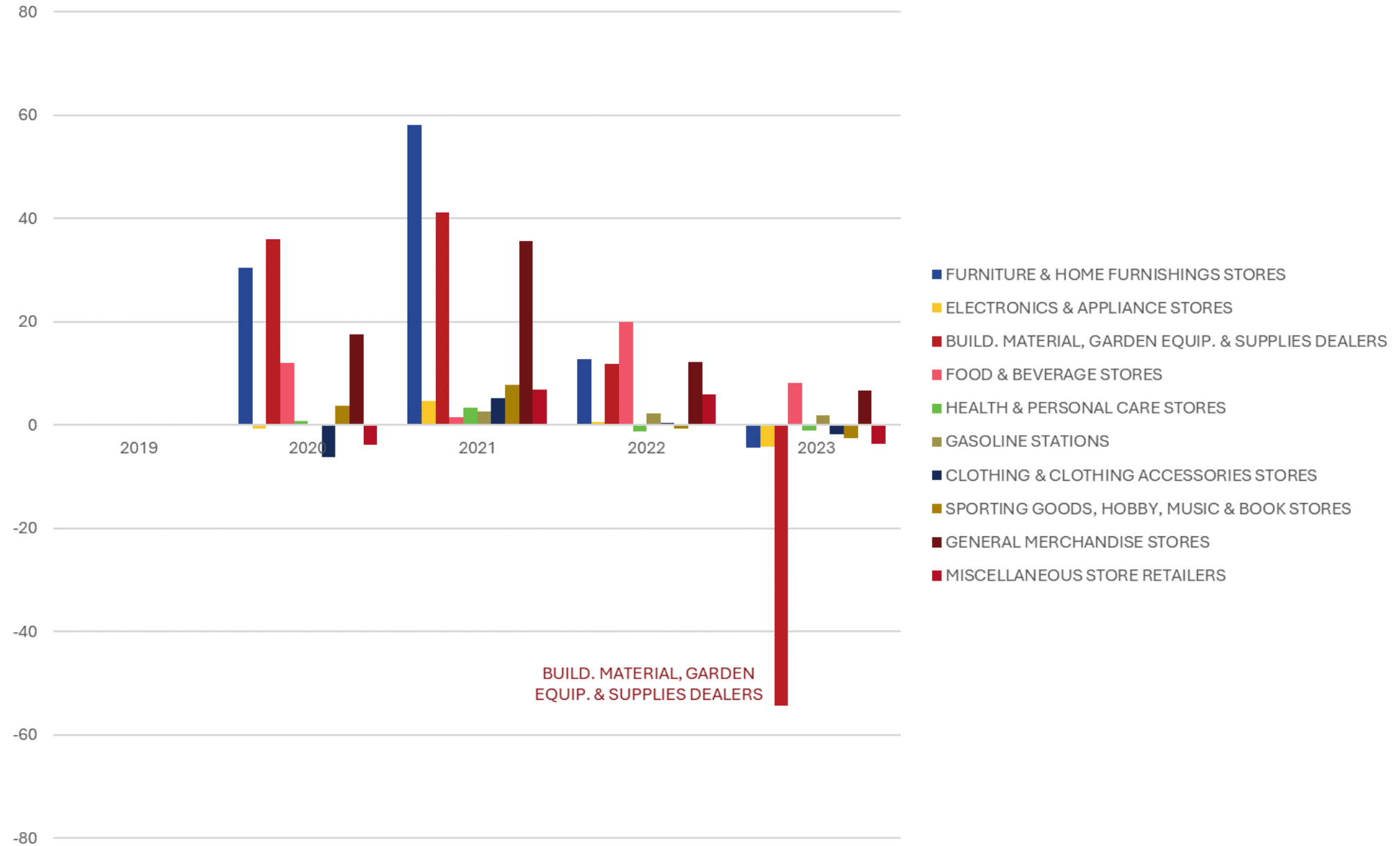
### Retail Sales per SF



### Retail Sales per Capita



## YoY Retail Sales Change (in \$Millions) by Sector



# Questions?

Name	Population	Total Retail SF	Retail per SF
☐ Summit County, Utah	42,357	4,062,486	95.910617
☐ Carbon County, Utah	20,412	1,298,089	63.594405
☐ Weber County, Utah	262,223	16,155,761	61.61077
☐ Salt Lake County, Utah	1,185,238	70,497,819	59.479884
☐ Washington County, Utah	180,279	9,406,766	52.178934
☐ Sevier County, Utah	21,522	1,086,781	50.496283
☐ Grand County, Utah	9,669	488,093	50.480194
☐ Uintah County, Utah	35,620	1,758,749	49.375323
☐ <b>Davis County, Utah</b>	<b>362,679</b>	<b>16,064,124</b>	<b>44.292953</b>
☐ Wayne County, Utah	2,486	107,379	43.193484
☐ Cache County, Utah	133,154	5,680,545	42.661467
☐ Iron County, Utah	57,289	2,410,365	42.073784
☐ Utah County, Utah	659,399	26,829,288	40.687487
☐ Garfield County, Utah	5,009	178,048	35.545618
☐ Box Elder County, Utah	57,666	1,697,914	29.443936
☐ Tooele County, Utah	72,698	2,073,188	28.517813
☐ Millard County, Utah	12,975	367,657	28.3358
☐ Beaver County, Utah	7,072	194,100	27.446267
☐ Wasatch County, Utah	34,788	943,780	27.12947
☐ Duchesne County, Utah	19,596	463,244	23.639722
☐ Juab County, Utah	11,786	263,538	22.360258
☐ Sanpete County, Utah	28,437	598,793	21.056827
☐ Kane County, Utah	7,667	132,267	17.251467
☐ Rich County, Utah	2,510	41,774	16.643028
☐ Morgan County, Utah	12,295	204,083	16.598861
☐ Daggett County, Utah	935	14,388	15.388235
☐ Emery County, Utah	9,825	145,330	14.791858
☐ San Juan County, Utah	14,518	197,299	13.589957
☐ Piute County, Utah	1,438	11,742	8.1655076
	<b>3,271,542</b>	<b>163,373,390</b>	<b>49.937733</b>





# Wasatch Front Regional Council/EDD

June 13, 2024





**Governor's Office of  
Economic Opportunity**

UTAH APEX ACCELERATOR



# WHO IS APEX ACCELERATOR WHAT WE DO WHAT IS OUR "VALUE ADD"

# Who Utah APEX ACCELERATOR IS

## A Program (DoD) and a Host (GOEO)



- DoD Office of Sm. Bus. Programs
- GOEO
  - APEX Accelerator – DoD, Federal, State, & Local, Contracting Assistance



**Governor's Office of  
Economic Opportunity**

# “VALUE ADD”

## RESULTS FROM LAST YEAR

- 81 New Clients Awarded a Government Contract
- 388 Total Clients Awarded a Government Contract
- Total Dollar Amount of Awarded Contracts: \$920,067,343

That's Our “Value Add”!!

# Utah APEX Accelerator Suite of Services

- Getting Client DIB/GIB Ready
  - SAM Registration
  - Developing a Capability Statement
  - Develop a Marketing Strategy
- Workshops & Conferences
  - Matchmaking Event – May 15<sup>th</sup>
  - How to Write an Effective “White Paper”
    - June 19 (GOEO Office)
  - Virtual “Winning Gov’t Contracts – 3-Part Blueprint for Success (Utah County)
    - July 11, 18 & 25
  - APEX Matchmaking & Vendor Fair
    - October 23<sup>rd</sup> The Mill at SLCC
  - Idaho National Laboratory – October 2024
- GSA Assistance
- Bid Proposal Assistance
- One-on-One Consulting & Training
- Finding the Opportunities: APEX’s BIDMATCH!
- Increase Equity & Inclusion
  - Disadvantaged Business Certifications
- DoD Cybersecurity Preparedness
- Connect innovative businesses to Gov’t-Led Innovation Programs (GIP’s)

# Navigating the Government Procurement World

## Step 1: Obtain required registrations

- System for Award Management (SAM)
  - New Unique Entity Identifier (UEI)
  - Remember, SAM is FREE!!

# Navigating the Government Procurement World

## Step 2: Finding the Solicitation (bid) Opportunities

- SAM.gov
  - Contracting Opportunities
- APEX Accelerator's BID-MATCHING Service!
  - APEX Accelerator will create a "Search Profile" for you

# Navigating the Government Procurement World

## Step 3: Identifying What Agencies Buy Your Service or Product

- Federal Agencies
- State & Local Agencies and School Districts
- Establish a Relationship with Agency Representatives
  - Contracting Officer
  - Small Business Office
  - SADBUs/OSDBUs
  - Operations Manager
- Capability Statement
- Attend Agency's Industry Day or Vendor Fair
- Attend APEX Accelerator Weekly/Monthly Outreach Events



# Navigating the Government Procurement World

## Step 4: Learn How to Respond to Agency's Opportunities

- Sources Sought
- RFI
- RFQ
- RFP

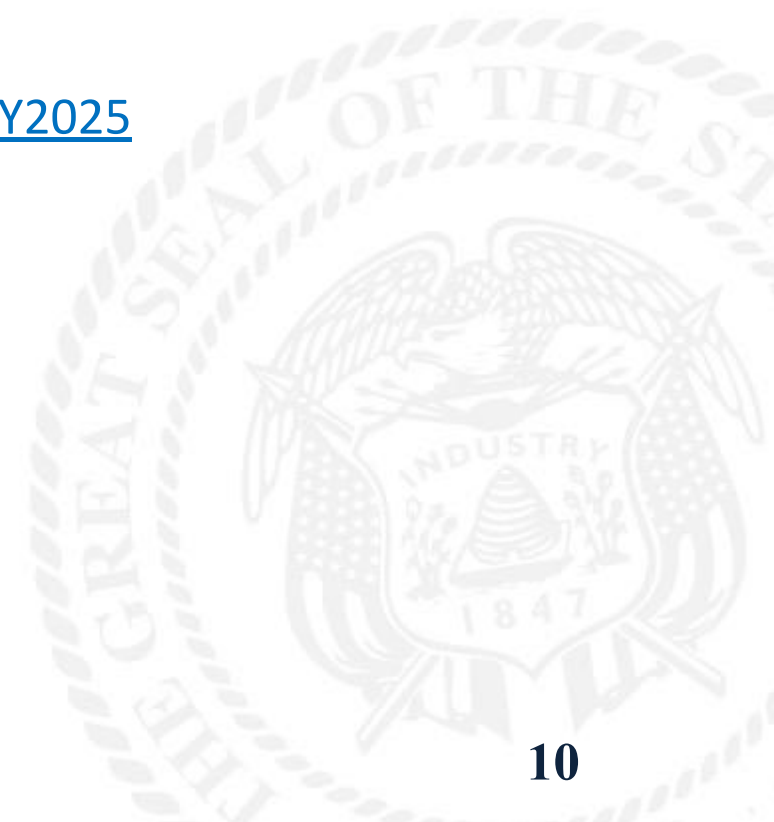
# Procurement Categories

## Full & Open Competition

- All responsible businesses (large or small) are permitted to submit bids

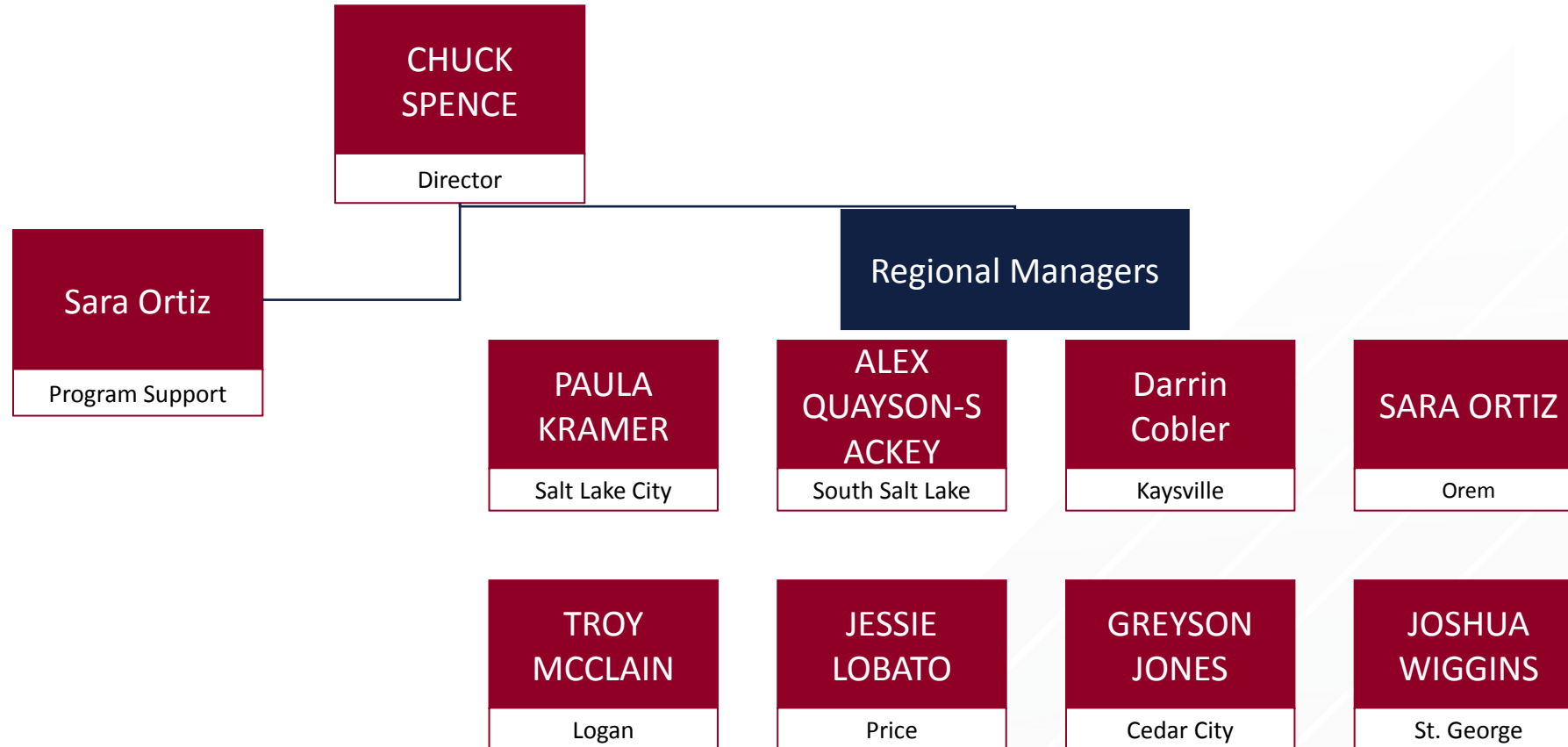
## Set-Aside (Goals) Contracts for Small Businesses

- Small Business: 23%
- Small Disadvantaged Businesses [\(8a Certified Firms\): 15% by FY2025](#)
- Woman-Owned Small Businesses (WOSB): 5%
- Service-Disabled Veteran-Owned (SDVOSB): 3%
- HUBZone: 3%





# UTAH APEX Organization



# Contact for APEX Accelerator

[www.business.utah.gov/APEX](http://www.business.utah.gov/APEX)

[Apex@utah.gov](mailto:Apex@utah.gov)

[dcobler@utah.gov](mailto:dcobler@utah.gov) (Weber, Davis, Morgan)

[pkramer@utah.gov](mailto:pkramer@utah.gov) (Central Salt Lake)

[aquayson@utah.gov](mailto:aquayson@utah.gov) (South Salt Lake)

# ***QUESTIONS***



# Governor's Office of Economic Opportunity

## Wasatch Front Economic Development District Board

Presented by  
**Utah Innovation Center**

June 2024



# Governor's Office of Economic Opportunity

UTAH INNOVATION CENTER

**Support Utah Technology Innovation**

## **SBIR/STTR Services**

- Consult with Utah companies to win competitive SBIR/STTR R&D funding
- Clients awarded over \$300M in R&D funds with additional impact from follow-on funding
- Tibbetts and FAST awards recipient
- In 2022, 80% of total Utah award \$'s came from current and former Innovation Center clients

# SBIR/STTR Program

~\$4 Billion Annually

- Mandated by Congress
- Funding Level is specified by federal law

## Small Business Innovation Research (SBIR)

3.2% of extramural research budgets over \$100 million

## Small Business Technology Transfer (STTR)

0.45% of extramural research budgets over \$1 billion





# SBIR/STTR Company Eligibility

As specified by the Small Business Administration (SBA):

- For profit
- 51% ownership by individuals who are citizens or permanent residents in the U.S.
- 500 or fewer employees (including affiliates)

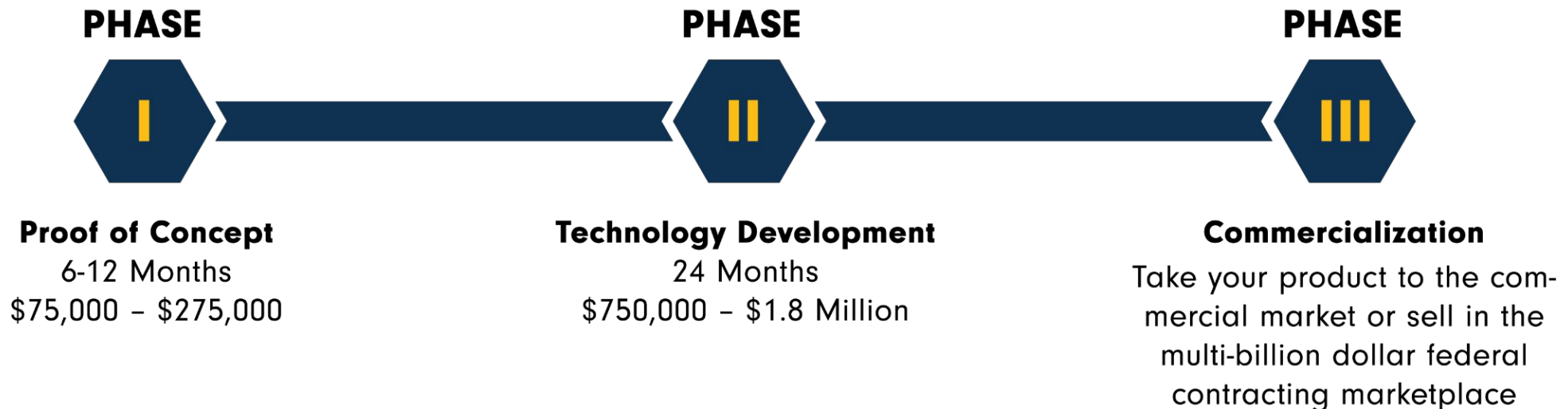


U.S. Small Business  
Administration

**The Utah Innovation Center works with  
companies headquartered in Utah**

# Competitive, Three-Phase Program

Participating in America's Seed Fund happens in three phases.



# SBIR/STTR Federal Program

Best Benefit:

## Non-Equity Position Dollars

- NO loss of technology ownership
- NO loss of intellectual property  
(National Emergency)
- NO payback of funds



# SBIR/STTR Differences

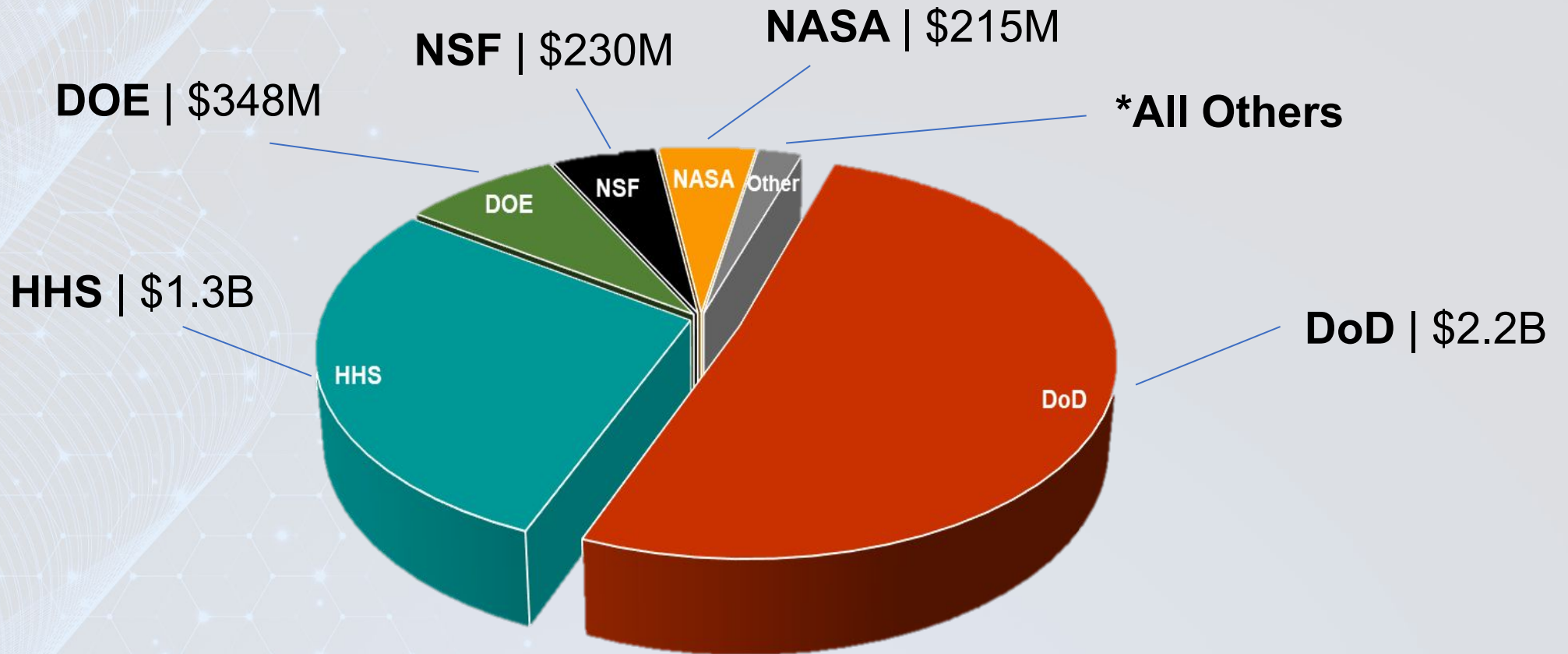
	SBIR	STTR
Partnering	Allowed	Requires a nonprofit research institution partner
Budget & Work Requirement	May outsource: up to 33% in Phase I up to 50% in Phase II	<i>Minimum Work Requirement:</i> <b>Small Business: 40%</b> <b>Research Partner: 30%</b>
Principal Investigator (PI)	Primary employment <b>must</b> be with the small business ( $\geq 51\%$ )	PI employed by <b>either</b> the research institution or the small business <i>(Except NSF)</i>

# SBIR/STTR Agencies

- **Department of Agriculture**
- Department of Commerce (NIST, NOAA)
- **Department of Defense**
- Department of Education
- **Department of Energy**
- **Department of Health and Human Services**
- Department of Homeland Security
- Department of Transportation
- Environmental Protection Agency
- **National Aeronautics and Space Administration**
- **National Science Foundation**

Each agency designates R&D topics and accepts proposals on their specific deadlines

# Agency Budget Distribution



\* Includes USDA (\$38M), DHS (\$20M), DOC (\$12M), ED (\$12M), DOT (\$11M), EPA (\$5M)

# Technology Eligibility

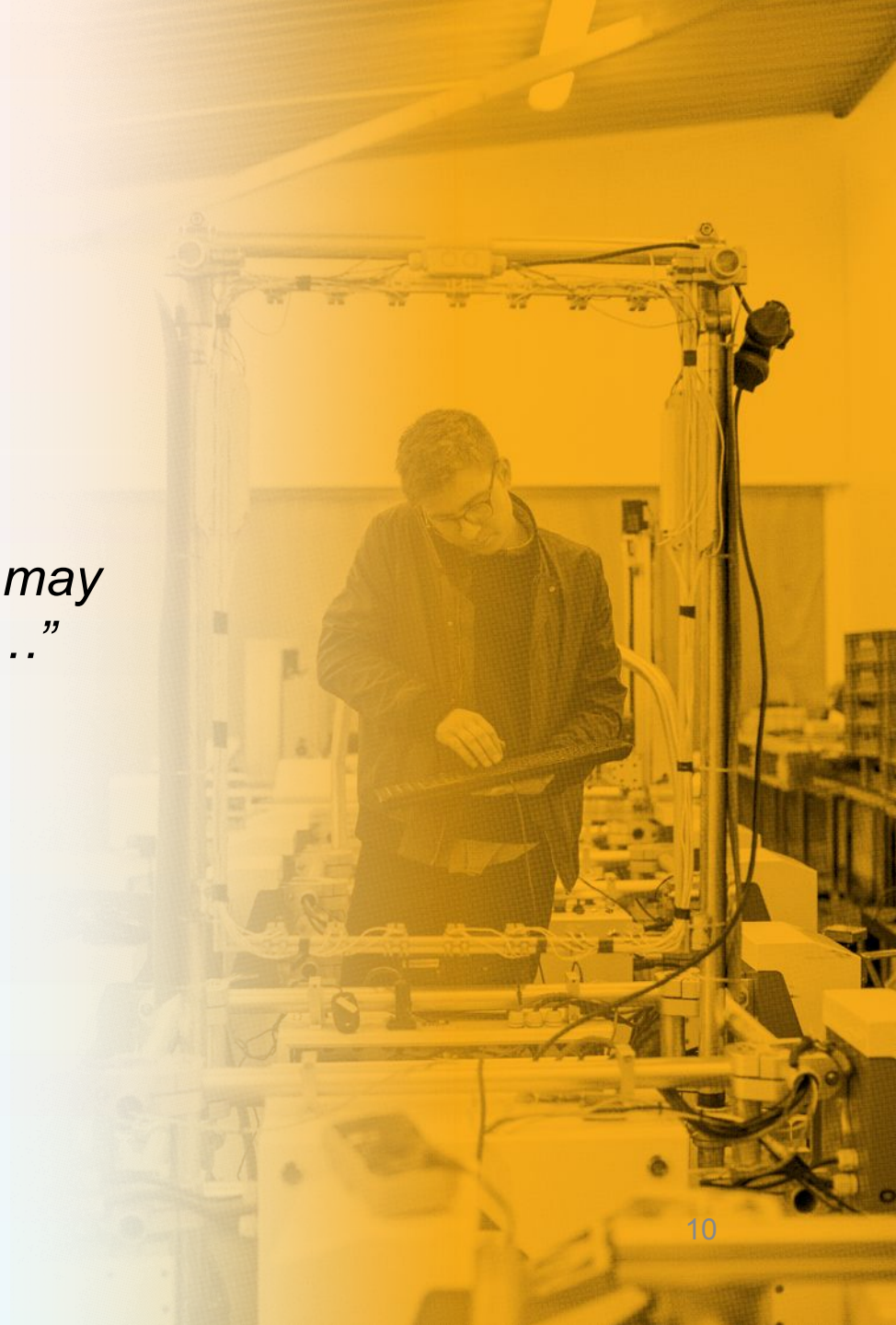
## Fund Innovation

- High risk
- Early-stage projects

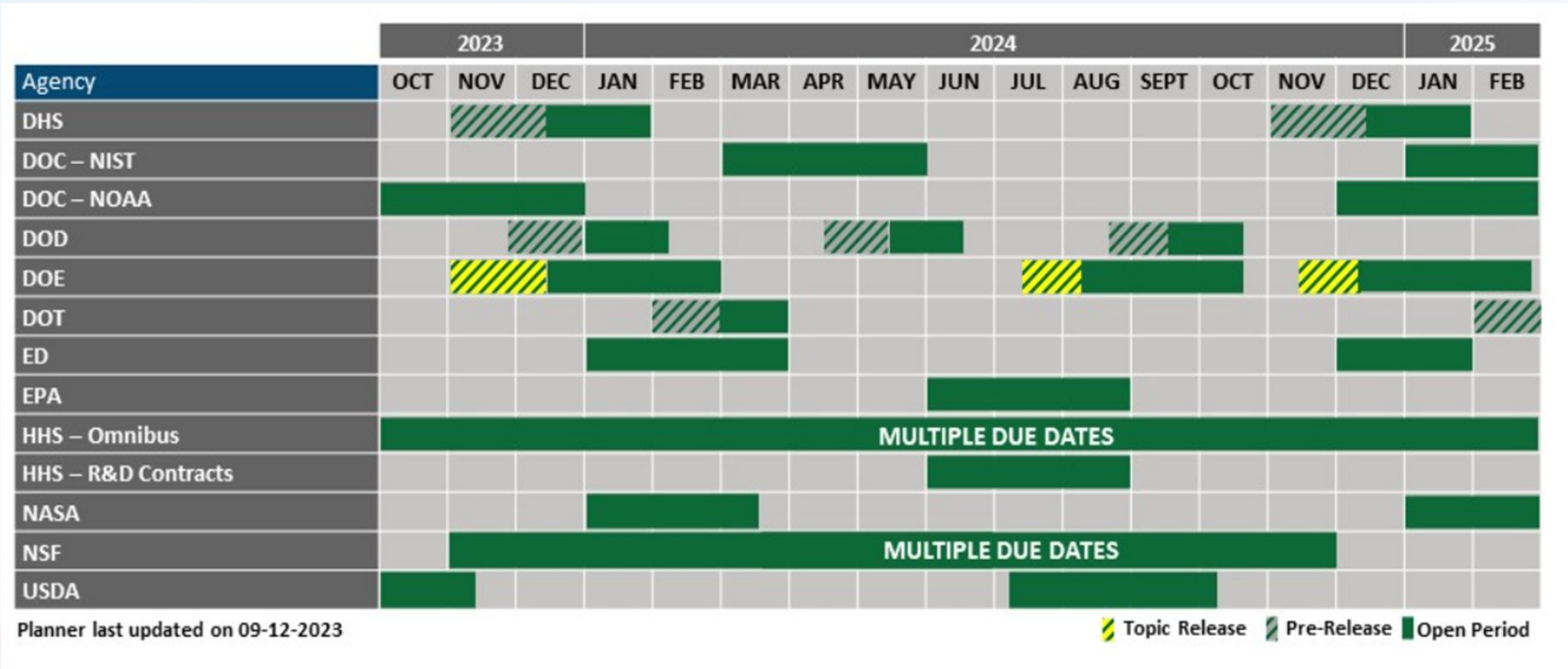
*“Important or critical inventions and innovations that may not be considered by other types of venture funding...”*

### Examples

- Internet
- GPS system
- Qualcomm chip
- ... and a better life vest



# Annual Solicitation Releases





# Principal Investigator (PI)

- Must be employed by the business (*SBIR*)
- Must work for the company at least 51% of the time *during the time of the award (SBIR)*
- Cannot work full-time elsewhere
- Ph.D. beneficial to NSF/HHS
- Other team members...



# Team

- Scientists, engineers, innovators
- Experts in industry
- Business person – advisors?
- Look to future: marketing, regulatory, etc.
- Utah Innovation Center



# Commercialization

## Phase I

- Market Understanding
- Competition
- Potential Partners
- Letters of Support

## Phase II

- Commercialization Path in Place
- Licensing or Manufacturing
- Letters of Support
- **40% of winning = Commercialization**

Looking for ideas to benefit America  
Commercialization Path must be included in Phase I

# How can you spend the money?

YES
Salaries
Fringe Benefits
Replace Supplies / Lease Equipment
Overhead
Consultants
Fee / Profit – 7%

NO
Lawyers / Patents*
Marketing*
Computers
Construction
Creating Lab
Travel = Tricky

# Technical and Business Assistance (TABA)

## TABA may be used for:

- Market Research
- Marketing
- Legal/Patents
- *...by a vendor*

≤ \$6,500 in Phase I  
≤ \$50,000 in Phase II

## Varies by agency:

- Extra funds above the budget
- Within the budget Limit
- Not offered at all

Must request TABA within the proposal to receive it

# Utah Technology Innovation Funding (UTIF)

Funding for Utah Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) projects

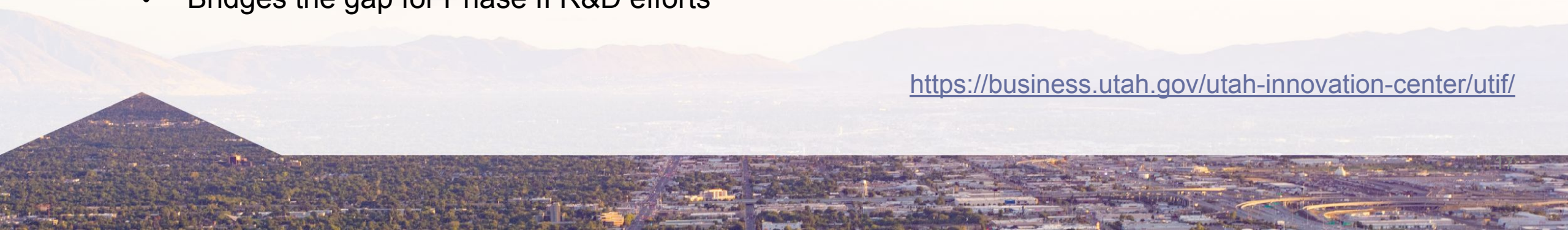
## Microgrants

- For new SBIR/STTR applicants

## Nonrecourse Loans

- For Phase I SBIR/STTR winners
- Bridges the gap for Phase II R&D efforts

<https://business.utah.gov/utah-innovation-center/utif/>



# Utah Technology Innovation Funding (UTIF)

Apply through Economic Opportunity Office portal -

<https://utahecon.secure.force.com/econ/>

- Current login credentials or sign in as a new user
- Four weeks before submission is due

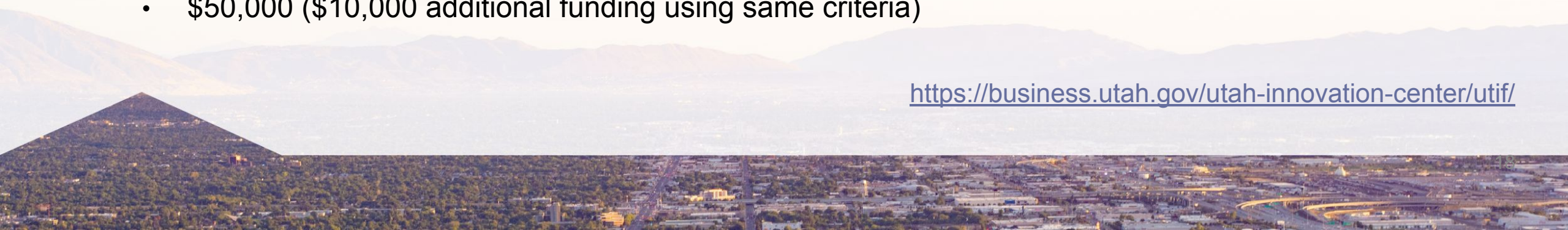
## Microgrants

- \$3,000 (\$2,000 additional funding for woman-owned, small disadvantaged businesses or businesses located in a rural county)

## Nonrecourse Loans

- \$50,000 (\$10,000 additional funding using same criteria)

<https://business.utah.gov/utah-innovation-center/utif/>



# Thank You From Our Team



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**Governor's Office of  
Economic Opportunity**

UTAH INNOVATION CENTER

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Consultations: [calendly.com/innovationutah/](https://calendly.com/innovationutah/)



Funded in part through a  
Cooperative Agreement  
with the U.S. Small  
Business Administration