



## AGENDA

### Summit County Economic Development Advisory Board

NOTICE is hereby given that the Summit County Economic Development Advisory Board will meet electronically, via Zoom, on  
**Thursday, March 25, 2021 @2:00PM**  
at the anchor location Sheldon Richins Building, 1885 West Ute Blvd, Park City, UT 84098

To participate in the meeting: Join Zoom <https://summitcountyut.zoom.us/j/93746586700>

OR

To listen by phone only: Dial 1-669-900-9128, Meeting ID: 937 4658 6700

2:00 PM The Summit County Economic Development Advisory Board will hold its 6<sup>th</sup> meeting, and discuss the following:

1. **Consent Agenda** - Any item will be removed from the consent agenda at the request of any member of the Board and that item will be considered separately later.

A. Minutes from February 25, 2020.

**ACTION:** Approve the consent agenda or take such other action deemed appropriate.

2. **General Announcements – Chair/Vice Chair**

3. **County Council Presentation March 24, 2021, Update – Jeff Jones**

4. **Economic Development Strategic Plan**

a. **Demographic and Economic Assessment (Assessment 1)**

1. **Data Points**

b. **Draft Business and Resident Survey Questions**

3:00 PM Adjourn

*Members of the Committee will attend by electronic means, using Zoom (phone or video).*

*Such members may fully participate in the proceedings as if physically present. The anchor location for purposes of the electronic meeting is the Sheldon Richins Building auditorium, 1885 W. Ute Blvd., Park City, Utah*

Individuals with questions, comments, or needing special accommodations pursuant to the Americans with Disabilities Act regarding this meeting may contact Nancy Hooton at 435-336-3042



## MINUTES

### Summit County Economic Development Advisory Board

Thursday, February 25, 2021,

at the anchor location Sheldon Richins Building, 1885 West Ute Blvd, Park City, UT 84098

PRESENT: Melissa Band (Chair), Amanda Pouchot (Vice Chair), Natalie Ream, TJ Bates, Dan McPhun, Jeff Jones, Summit County, Mayor Byron Ames, Francis City, Mayor Matt McCormick, Kamas City

ABSENT: Leslie Osborne

The Board was called to order at 2:00 p.m.

**New Announcements:** None

**Old Business:** None

#### **Minutes**

Board Member Jones moved that the Minutes from the December 10, 2020 meeting be approved. Board Member McPhun seconded the motion. The motion carried.

#### **Rural County Grant Program**

Jeff Jones updated the Economic Advisory Board with regards to the status of grants funded by the Rural County Grant program. Mr. Jones told the Board that \$52,500 of the \$95,833 grant award had been allocated. Mr. Jones recommended to the Board that the remaining \$43,333 be reallocated to fund three qualifying grant programs with the following focus areas:

- Training
- Entrepreneurship
- Infrastructure (Public/Private) that leads to new job creation.

Mr. Jones also advocated that the Board allocate a portion of the grant to purchase a grant software application to improve efficiencies. Mr. Jones said he would be presenting information on the grant program to the County Council on March 24, 2021.

#### **Motions:**

**Motion:** A motion was made by Mayor Ames directing staff to recommend to the County Council the purchase of grant software in support of the Rural County Grant Program. The motion was seconded by Board Member McPhun. The motion carried.

**Motion:** A motion was made by Board Member Natalie Ream, directing staff to prepare criteria and rating/ranking program surrounding the proposed three areas of focus. The motion was seconded by Board Member Amanda Pouchot. The motion carried.

The meeting was adjourned at 3:00 p.m.

# Assessment 1: Draft Demographic and Economic Data Points

Note: The Demographic and Economic Assessment will try to provide this data at the City/Town level in addition to at the County level

- Population
  - Components of population change
    - Births
    - Deaths
    - New Population
    - Net Migration
  - Population Growth Comparisons (peer communities)
- Education
  - Educational attainment comparison
    - Peer community comparison
    - School District comparisons (peer communities)
- Income
  - Income growth (peer community comparisons)
  - Income distribution
  - Median household incomes
  - Area median income (AMI)
  - Per capita
- Age and Race
  - Racial distribution
  - Age distribution
- Household Composition & Growth
  - Persons per household
  - Persons per unit type
  - Components of household growth
  - Projected households
- Employment
  - Industry Sectors
  - Occupations
  - Clusters
  - Growth
  - Industry Shifts
  - Employment by industry
  - Employment by occupation
- Labor force and unemployment
  - Labor participation rates
  - Unemployment
  - Labor peer review
  - QCEW
  - Non QCEW
  - Self Employed
  - Extended Proprietors
  - Inbound labor
  - Outbound labor

## Assessment 1: Draft Demographic and Economic Data Points

Note: The Demographic and Economic Assessment will try to provide this data at the City/Town level in addition to at the County level

- Resident labor
- Wages
  - Wage growth (peer comparisons)
  - Average earnings per job
  - Average earnings per job adjusted by cost of living
- Sales Taxes
  - Countywide
  - Unincorporated
- TRT Taxes
- Restaurant Taxes

### Resident Real Estate

- Median Price
- Units Sold
- Unit Inventory
- Ownership Units Permitted
- Median Contract Rent
- Vacancy
- Rental Units Permitted
- Vacant Units
- Short term rental estimates

# Draft Business Survey

Thank you for taking the time to tell us about your experience with business and economic development in SUMMIT COUNTY. This survey will take about 15 minutes. All answers will be kept confidential.

The information you provide will help strengthen and diversify the economy of SUMMIT COUNTY. Your input will be considered as community leaders strive to improve the County's business climate and enhance capital investment in your community.

Answer any and all if you like, but make sure to press the "Done" button at the end of the survey.

Thank you for your participation!

## Summit County Business Survey

### 1. You are... (please select all that may apply)

- a business owner
- a manager
- an employee

Other:

Open Question

### 2. Where is your business located?

- Coalville City
- Francis City
- Henefer Town
- Kamas City
- Oakley City
- Park City
- Non-incorporated Summit County
- My business is not in Summit County

### 3. Where do you live? Please select all that may apply.

- Coalville City
- Francis City
- Henefer Town
- Kamas City
- Oakley City
- Park City
- Non-incorporated Summit County

Other:

# Draft Business Survey

Open Question

**4. Please tell us a little more about your business so that we can understand your market needs and your economic development perspective.**

- 1
- 2 to 9
- 10 to 24
- 25 to 49
- 50 to 99
- 100+

Other:

Open Question

**5. How many years has your business been in Summit County?**

- 0 to 5
- 6 to 14
- 15 to 24
- 25 or more
- My business is not in Summit County

Other:

Open Question

**6. Your Summit County facility is:**

- a local/regional branch
- your company's headquarters
- the sole location
- Other (please specify)

Other:

Open Question

**7. What are the primary reasons your business is located in Summit County? Please select all that may apply.**

- Trained and educated workers
- Quality of life
- My business is not in Summit County
- Cost of doing business

# Draft Business Survey

- Proximity to suppliers
- Work ethic/culture
- Originally founded here/community ties
- Proximity to recreation
- Labor costs
- Access to job sites
- Access to distribution networks and markets
- Infrastructure (utilities, telecommunications, etc.)

Other:

Open Question

**8. What are the primary challenges facing your business in Summit County? Please select all that may apply.**

- Resources for business support
- Supply chain deficiencies
- Skills shortage
- Public infrastructure
- Lack of market demand or client base
- Lack of coordination between development efforts and government
- Labor costs
- Crime
- Available talent pool
- Taxes and fees
- My business is not in Summit County
- Access to capital

Other:

Open Question

**9. Based on your experience, please rate the IMPORTANCE of each of these factors as it applies to your business success:**

	Least Important	Neutral	Most Important
Ability to attract and retain skilled employees			
Ability to take an active role in the community			
Access to customers			
Aesthetics/appearance			
Availability of financing/capital			
Available financial incentives			
Branding/image			
Cost of living			
Cost of permits and other fees			



## Draft Business Survey

Cost of utilities			
Creative and cultural arts scene			
Development and permitting process			
Entrepreneurial environment			
Labor costs			
Logistics/Transportation			
Operating costs			
Parking availability			
Population diversity			
Presence of suppliers			
Quality of life			
Quality of public schools			
Regulatory environment			
Tax climate			
Utilities and infrastructure			

**10. Now, please rate Summit County or your City/Town on its ability to meet the following factors for business growth:**

	Unsatisfied	Neutral	Very Satisfied
Ability to attract and retain skilled employees			
Ability to take an active role in the community			
Access to customers			
Aesthetics/appearance			
Availability of financing/capital			
Available financial incentives			
Branding/image			
Cost of living			
Cost of permits and other fees			
Cost of utilities			
Creative and cultural arts scene			
Development and permitting process			
Entrepreneurial environment			
Labor costs			
Logistics/Transportation			
Operating costs			
Parking availability			
Population diversity			
Presence of suppliers			
Quality of life			
Quality of public schools			
Regulatory environment			
Tax climate			

# Draft Business Survey

Utilities and infrastructure			
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11. Overall, do you feel Summit County or your City/Town is a good place to do business?

- Yes
- No

**12. Why or Why not?**

Open Question

**13. Would you recommend Summit County or your City/Town located in Summit County as a place to do business?**

- Yes
- No

**14. Why or Why not?**

Open Question

**15. What industries or types of businesses do you think Summit County should try to attract?**

Open Question

**16. In what areas would you like to see additional financial incentives offered to companies?**

Open Question

**17. If you have participated in incentives for economic development, please list the programs and organizations you have worked with.**

Open Question

**18. What types of suppliers would you like to see move to Summit County?**

Open Question

**19. Please share your thoughts about how Summit County can better encourage business and job growth.**

Open Question

**20. Which best describes the primary industry focus of your business? Please select all that may apply.**

- Aerospace and Defense
- Agriculture
- Call Center/Order Processing
- Construction
- Creative Arts
- Distribution and Warehousing
- Educational Services and Products
- Entertainment

# Draft Business Survey

- Financial or Insurance Services
- Government Services
- Information Technology
- Life Sciences
- Logistics
- Manufacturing
- Medicine
- Non-profit/Aid Organization
- Professional Services
- Real Estate
- Research
- Restaurant
- Retail
- Software Development
- Tourism and Hospitality
- Utilities and Energy
- Wholesale Trade

Please add any specifics:

Open Question

## **21. Where does most of your business occur?**

- Locally
- Statewide
- Nationally
- Online
- Other (please specify)

## **22. What is your approximate annual net revenue?**

- Under \$500,000
- \$500,000 to \$1 million
- \$1 million to \$5 million
- \$5 million to \$10 million
- Over \$10 million

## **23. Compared to this time last year, your revenues are...**

- Growing
- Stable
- Declining
- My business did not exist last year

## **24. Over the next two years, do you anticipate expanding your operations?**

- Yes, by hiring additional employees

# Draft Business Survey

- Yes, by increasing size of facilities
- No, not expanding
- No, possibly selling or closing

**25. If so, how many employees do you anticipate adding?**

- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 or more

Other (please specify)

Open Question

**26. Please list any challenges preventing you from expanding your business.**

Open Question

**27. Are you likely to stay in Summit County for the next five years?**

- Yes
- No

**28. Why or Why Not?**

Open Question

**29. Would you like to speak to someone about business assistance? If so, please leave an email address below.**

Open Question

**30. Please feel free to add anything else you would like us to understand about your business, or any additional input you would like to offer concerning Summit County's economic development initiatives or programs.**

Open Question

**Thank you for your interest in Summit County's economic development strategic planning process and for sharing your insights!**

**31. If you would like to receive updates on our progress, please provide your email in the space provided below.**

Open Question

# Draft Resident Survey

Thank you for taking a few minutes to tell us about your life in **SUMMIT COUNTY**. This survey will take about 10 minutes. All answers will be kept confidential.

The information you provide will be used to help strengthen and diversify the economy of **SUMMIT COUNTY**. Your input will be considered as community leaders strive to improve the County's business climate and enhance capital investment in the County.

Thank you for your participation!

## Summit County Resident Survey

### 1. Where do you live?

- Coalville City
- Francis City
- Henefer Town
- Kamas City
- Oakley City
- Park City
- Non-incorporated Summit County
- Outside of Summit County, but own a second home in Summit County

### 2. If employed, where do you work?

- Coalville City
- Francis City
- Henefer Town
- Kamas City
- Oakley City
- Park City
- Non-incorporated Summit County
- Outside of Summit County (please specify)
  - Salt Lake County
  - Wasatch County
  - Utah County
  - Morgan County
  - Weber County
  - Other

### 3. What are the primary reasons you have chosen to move to or stay in Summit County or your City/Town?

Open Question

### 4. What are the County's greatest assets?

Open Question

# Draft Resident Survey

**5. How would you describe Summit County or your City/Town to someone not from the area?**

Open Question

**6. What are the most significant challenges facing Summit County or in your City/Town?**

- Housing Affordability/Cost of Living
- Poverty
- Employee compensation
- Entertainment options
- Cost of living
- Resources to support small businesses and start-ups
- Crime
- Local property taxes
- Diversity of retail
- Available jobs
- Quality of education
- Transportation/mobility

Other (Open Question)

**7. How important are the following factors to you?**

	Not Important	Neutral	Very Important
Ability to take an active role in the community			
Ability to walk to shops and restaurants			
Affordable healthcare			
Affordable housing			
Available jobs			
Branding and image			
“Green” infrastructure			
Community appearance			
Cost of living			
Creative and cultural arts scene			
Employee compensation			
Local property taxes			
Parking availability			
Parks and resources for recreation			
Population diversity			
Open Space			
Quality of public schools			

# Draft Resident Survey

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8. Please rate Summit County or your City/Town on the following factors:

	Poor	Neutral	Excellent
Ability to take an active role in the community			
Ability to walk to shops and restaurants			
Affordable healthcare			
Affordable housing			
Available jobs			
Branding and image			
"Green" infrastructure			
Community appearance			
Cost of living			
Creative and cultural arts scene			
Employee compensation			
Local property taxes			
Parking availability			
Parks and resources for recreation			
Population diversity			
Open Space			
Quality of public schools			

9. Are there any other elements that you believe are important for a vibrant community?

Open Question

10. What type of employers would you like to see expand or locate in Summit County or in your City/Town?

Open Question

- Biotechnology
- Creative Arts
- Distribution and Warehousing
- Manufacturing
- Entertainment
- Restaurant
- Retail
- Financial or Insurance Services
- Government Services
- Healthcare

# Draft Resident Survey

- Business and Professional Services
- Software Development
- Supply Chain Management
- Tourism and Hospitality
- Utilities and Energy
- Wholesale Trade
- Transportation

Other?

Open Question

## **11. What investments would you like to see in Summit County or in your City/Town?**

- Public schools (K-12)
- Higher education
- Vocational schools and training resources (including a makerspace)
- Public infrastructure (roadways, utilities, etc.)
- Public safety
- Affordable daycare
- Economic development programs
- Future Olympic Games
- Community activities
- Parks
- Tourism and promotion
- Amenities for recreation
- Affordable housing
- Passive open space
- Water quality
- Water resources
- “Green” energy

## **12. Please share your thoughts as to how Summit County can make changes to grow a healthy and sustainable economy.**

Open Question

## **13. Is access to internet or broadband an issue for you or anyone you know?**

Open Question

## **14. Are internet speeds adequate?**

- Yes
- No