

Utah Site Selection Quarterly

A PUBLICATION OF THE ECONOMIC DEVELOPMENT CORPORATION OF UTAH



What's Up with Utah? Why All of the National Press

A reporter recently asked Utah Governor Gary R. Herbert about the buzz surrounding Utah in the world marketplace.

Perhaps the question was precipitated by the *Newsweek* story proclaiming Utah the new “economic Zion.” Or, it might have been fostered by the *Wall Street Journal* story that said Utah’s “red-carpet treatment toward businesses is a catalyst for job gains.” Then again, it might have been the *Newsweek* story proclaiming Salt Lake City one of the “new Silicon Valleys,” and one of the 10 U.S. cities “best situated to recover from the recent economic recession.” Or, just maybe, it was the *Forbes* report that ranked Utah the “Best Place for Business and Careers.”

“The media stories recognizing Utah’s strong economy have been many, and they have come often,” says Jeff Edwards, president &

CEO of the Economic Development Corporation of Utah (EDCUtah). “All of the media attention pointed at Utah is no fluke.”

Indeed, organizations such as *CNBC, Business Facilities, Forbes, Newsweek, the Kauffman Foundation, the American Legislative Exchange Council, the Brookings Institute, and Pollina Corporate Real Estate, Inc.*, among others, have all heaped accolades on Utah for its economic strength and recovery.

In ranking Utah the “best state for business and careers,” *Forbes* noted Utah’s strength in the following five areas as factors that placed the Beehive State at the top (story, and five-factors graph, continued next page):



2010 has been a phenomenal year for Utah and we have continued the strength we saw in FY 09-10 in the second half of

2010. Closing deals with Adobe, Black Diamond and ATK shows our success in the key industries of IT, Outdoor Products and Aerospace. Our pipeline of projects continues to be full and Utah maintains its strengths in workforce, affordability and state tax incentive support.

Our feature story this quarter discusses recent attention Utah has gained in the national media. This is good news for business here and for businesses looking for an ideal location to relocate. I encourage you to read on about “Why Utah...” and welcome you to see what Utah has to offer in person. I am always available to address your inquiries, as is EDCUtah VP of Business Development Todd Brightwell.

This issue is also full of what we hope is useful information for you, including prominent rankings and national news clippings about Utah.

In addition to this printed copy of Utah Site Selection Quarterly, you should be receiving an electronic version in your email. If we do not have your current contact information, please notify Amie Salazar at asalazar@edcutah.org or call 801.324.8842.



Jeff Edwards
President & CEO,
EDCUtah

Forbes' Five Factors Making Utah the Best State for Business and Careers

1. Annual economic expansion: *3.5% over the past five years*



2. Annual total employment increase: *1.5%*



3. Annual increase in household income: *5%*



4. Corporate tax rate: *Decrease from 7% to 5%*



5. Energy costs: *35% below the national average*

For its part, the October 15, 2010 issue of *Newsweek* said “while nearly every local economy succumbed to the frozen credit markets, failing to grow much during the last two years, Utah has flourished.”

When Governor Herbert answered the reporter he emphasized three major areas on which his administration, and the state government, is focused: economic development, education and energy. With the Governor’s direction and the support of a broad-based business community that is innovative and dynamic, the Utah economy has flourished, despite the recessionary times. That’s not to say the state’s economy hasn’t been hindered by the Great Recession. Indeed it has. Nonetheless, Governor Herbert’s vision that “Utah will lead the nation as the best performing economy and be recognized as a premier global business destination” is certainly taking place, and as witnessed by the plethora of major news stories, the media have taken notice.

In laying out his vision for economic development, Governor Herbert said, “While we have received accolades for weathering the current economic storm, we must stay focused on continual improvement.” To that end, the Governor has recognized that with the proper tools, people and leadership, the state is prepared to work in the upper ranks of the “Best Places for Business.”

Beyond the headlines and the accolades, what is it, exactly, that sets Utah apart from other states? Is it the quality of life? Is it the great vistas, or the four seasons that afford world renowned recreation and outdoor activi-

ties? Is it the productive workforce? Utah workers have long been considered one of the most productive and well educated populations in the country. Boasting the youngest workforce in America at 28 years old, and a half-million children in K-12, the state has several decades of powerhouse success ahead of it. Is it due to sound management by state government? Utah was recognized by *The Pew Center on the States* as the “Best Managed State in the Nation.” Utah’s fiscally conservative legislature has worked hard with

Pollina Corporate Real Estate Inc.’s annual rating of pro-business states.”

Perhaps it’s a combination of all those qualities that sets Utah apart.

“What so many media outlets and research organizations are recognizing is that Utah has it all together,” says Edwards. “Our economy has expanded 3.5% annually over the past five years—faster than any other state except North Dakota and three-and-a-half times faster than the U.S. as a whole. Furthermore,

“Utah will excel in job creation, innovation, entrepreneurship, global business, and quality workforce, and have a stable and sustainable business friendly environment.”

Governor Gary R. Herbert

the Governor over the years to establish a well managed and progressive governmental platform that provides stability and predictability in spending, tax policy and a business friendly climate. And if there is anything business leaders around the world crave, it is a place with a safe, stable and predictable regulatory and tax environment. Utah is that place—a fact that was duly noted by the *Wall Street Journal*, which said “Utah’s business-friendly approach also helped the state earn the No. 2 ranking this year behind Virginia in

employment in Utah has increased 1.5% annually—fourth-best in the nation—while total employment in the U.S. has shrunk over the past five years. Household incomes have surged more than any other state in the country and twice as fast as the national average. And as Governor Herbert has said so aptly, our public leaders are trying to keep government off the backs and out the wallets of Utah businesses. All of these factors certainly make Utah noteworthy.”

Wins to date for Fiscal Year 10-11 (July 1, 2010-present)

Adobe Systems

Lehi City
Information Technology
1,000 new jobs
\$100 M capital investment
\$40 M State incentive

ATK-Alliant Techsystems

Clearfield City
Aerospace Manufacturing
800 jobs
615,000 square feet
\$100 M capital investment
\$19 M State Incentive

Advanced H2O

West Valley City
Manufacturing
45 jobs
200,000 square feet
\$10 M capital investment

Black Diamond Equipment, Inc.

Holladay City
Outdoor Products
Manufacturing
55 New Jobs
\$400 K State Incentive
CDA established as local incentive.

Litehouse Inc.

Hurricane City
Food Manufacturing
162 jobs
80,000 square feet
\$10 M capital investment
\$500 K State Incentive

Rexnord Industries, Inc.

Salt Lake City
Manufacturing
10 jobs
30,000 square feet
\$2 M capital investment

Post Plus Sound

Murray City
Information Technology
6 jobs
3,000 square feet

Overstock.com, Inc.

Information Technology
150 Jobs
45,000 square feet
\$400 K capital investment
\$1.1 M State tax incentive



Black Diamond Equipment, Inc.
A respected staple within the climbing field, Black Diamond is especially renowned for their ice-axes. The equally capable Raven and Venom shown here.

UTAH RANKINGS and GREAT NEWS

For up-to-date rankings on Utah's prominence in Economic Development, please visit... edcutah.org/news

November

Salt Lake City International Airport Number 3 in Zagat Survey. *Aviation News*

Utah's Business Environment Excellent for Job Growth. *Wall Street Journal, Kauffman*

Utah an Economic Zion. *Newsweek*

Top Ten Places Poised for Recovery. *Newsweek*

October

Utah tops our fifth annual ranking, knocking longtime leader Virginia from the top spot. *Financially Fit*

Utah best state for business. *Forbes*

BYU ranks 11th in eyes of recruiters. *Wall Street Journal*

September

DPR Team Awarded NSA Utah Contract. *Data Center Knowledge*

Utah: Moving to the Head of the Class. *Business Facilities Magazine*

SLC is Number One Least Stressful Place to Work. *Denver Post, Portfolio*

BYU ranks 4th in nation for entrepreneurship programs. *Deseret News*

City Creek Center Update

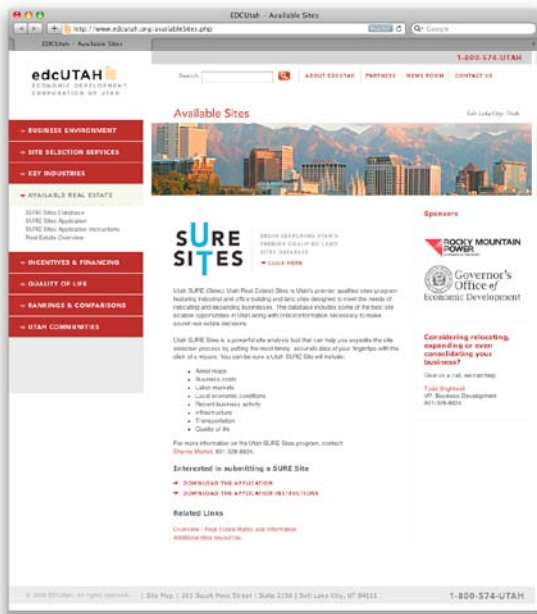
Salt Lake City's City Creek development continues to take shape and is on target for completion in March 2012. City Creek is a \$1.5 billion development of sustainably designed, walkable urban, residences, offices and retail stores rising on approximately 20 acres across three blocks in the heart of the downtown business district. Upon project completion, Salt Lake will be one of the few cities in the nation with a vibrant, mixed-use development at its core.

As a result of the City Creek development, approximately 40 new businesses have opened in the downtown area in the past year and more are on board for next year, according to a report in the *Deseret News*.



City Creek Center will incorporate a fully retractable glass roof for climate-controlled, year-round shopping.

EDCUtah currently has 195 SURE Sites active throughout Utah



A large number of shovel-ready sites have increased over the last 12 months as we try to fit the needs of site selectors looking for turn-key projects. And, although rural areas have a lot of undeveloped land – they are anxious to show you what opportunities are available for your business needs.

EDCUtah is continually updating the SURE Sites web page with new information.

In 2009/10, of the 18 wins we secured, seven were SURE Sites. This fiscal year three SURE Sites have had project wins. Information available through SURE Sites includes:

- Aerial maps
- Business costs
- Labor markets
- Local economies
- Recent business activity
- Infrastructure
- Transportation
- Quality of life

Access SURE Sites through the [EDCUtah Web Site](http://edcutah.org). If you need additional information on the Utah SURE Sites program, please contact: Sherrie Martell, 801-328-8839.

ECONOMIC DEVELOPMENT RESOURCES

EDCUTah Web Site	www.edcutah.org
Utah Governor's Office of Economic Development (GOED)	www.business.utah.gov
Utah Economic Developer Directory	www.edcutah.org/solutionproviders
Utah SURE Sites - Real Estate	www.utahsuresites.com
EDCUTah Economic Review Weekly Newsletter	www.edcutah.org/newsletter
EDCUTah Custom Research	www.edcutah.com/customresearch

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Please note: This newsletter is produced to give site selectors and corporate decision-makers the best opportunity to stay up to date on ED news in Utah. This publication is simultaneously e-mailed to site selectors and corporate decision-makers within the EDCUTah database. The e-mail version will make linking to resources and contacts convenient and user friendly. In the future, this newsletter will only be produced for e-mail and the web. If you did not receive the e-mail version of our newsletter, but would like to, please contact Amie Salazar at asalazar@edcutah.org or 801-328-8842.



Utah Governor's Office of Economic Development

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