



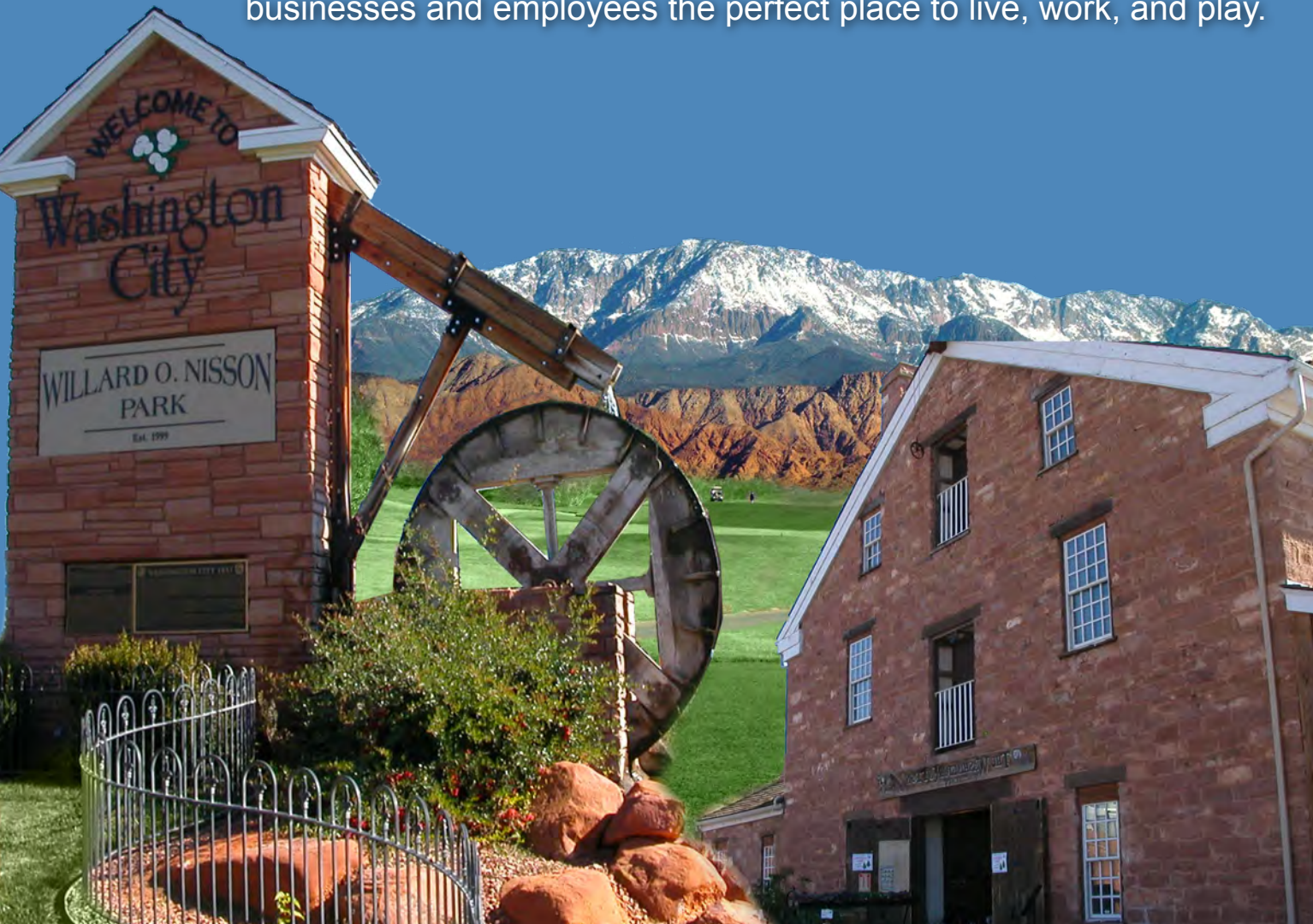
Washington City

An Oasis of Opportunity



Economic Development

The cloudless blue skies that stretch from horizon to horizon offer more than the ideal climate. They represent the boundless opportunities which await investors in Washington City. With large open areas, plenty of freeway access, thoroughly reliable power and communication infrastructure, plus a forward-thinking government that thrives on innovation; Washington City offers businesses and employees the perfect place to live, work, and play.



Washington City...



- Population: 18,761
- Elevation: 2,724
- On I-15 at Exits #10, 13, 16
- 5 minutes from St. George
- Near Dixie State College and Southern Utah University
- 110 miles from Las Vegas
- 250 miles from Phoenix
- 260 miles from Salt Lake City
- 390 miles from Los Angeles
- 450 miles from San Diego

...Where Your Future Begins

	3 Mile Radius	10 Mile Radius
Population:	30,272	115,645
Households:	9,775	39,491
Avg. Household Income:	\$57,960	\$64,044
Per Capita Income:	\$20,074	\$22,519
Median Age:	29.8	30.8
Post H.S. Education:	48%	52%

Mission:

Washington City is dedicated to being the City of Choice. We will build upon the foundation of our traditional pioneering spirit and strive to enhance the quality of life while providing the most reliable, innovative, efficient and courteous service.



Washington City Economic Development
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Develop a Balanced Business/Industrial Product

- Targeted development products:
 - Downtown--Retail, office, and service industry
 - Green Springs--Retail and office industry
 - Coral Canyon--Retail and office industry
 - Washington Fields--Retail and office industry
 - Airport--Industrial and manufacturing
- Promote local commercial real estate listings
- Complete the "Downtown Project"
- Update General Plan for Downtown, Washington Fields, and Airport

Plan & Support Retail/Commercial Development

- Focus retail/commercial development activities along Washington Parkway, Buena Vista Blvd, Telegraph and Coral Canyon Blvd
- Create a strong partnership with landowners and commercial realtors along these corridors
- Create an internal economic development team to assist businesses through the development process
- Monthly visits by Mayor and Manager's office to established businesses
- Identify "Commercial Development Areas or Redevelopment Areas" (CDA, RDA) that could exist along these corridors

Create a Community Marketing Plan

- Develop media campaign for Washington County businesses to locate in Washington City
- Advertise the benefits of doing business in Washington City
- Publish our recreation and tourism benefits to attract businesses to Washington City
- Enhance economic development website presence targeted to site selectors

Establish Job Creation Goals & Monitor Progress

- Identify, using "best practice" models, key indicators to set and monitor economic development goals
- Work with local agencies to establish baseline data and to help monitor progress
- Establish goals to be accomplished within each key indicator

Establish Specific Goals & Programs for Targeted Retail, Service & Industrial Businesses

- Identify businesses that would be desirable to our citizens, meet our demographics, and would add value to our community and surroundings
- Research targeted businesses and make key contacts
- Create an "attraction plan" for each targeted business

Be an Active Partner with Economic Development Agencies

- Work closely with ICSC, EDCU, & WCEDC

