



**Economic Development Plan  
2008**

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# **Washington City Economic Development Plan 2008**

The Washington City Economic Development Plan serves as a guide to monitor and implement economic development activities and programs for Washington City and its business community. The initial Economic Development Plan was created in 2005. It was established with twelve basic objectives and contained lists of action steps for each objective. An evaluation of the Plan was conducted in June of this year and the 2008 Economic Development Plan is a result of that evaluation.

Although the twelve basic objectives remain as the foundation of the Economic Development Plan, modifications to the objectives and their action steps have taken place to reflect what has been accomplished and, in some cases, a shift in economic development priorities. The objectives of the Plan are as follows:

- 1. Review and Update the Economic Development Plan on an Annual Basis.**
- 2. Create a Community Marketing Plan.**
- 3. Organize a Program for Balanced Product Development.**
- 4. Solidify the Business Expansion and Retention (BEAR) Program.**
- 5. Establish a Program for Business Attraction – Commercial, Industrial and Professional Office.**
- 6. Establish a Program to Revitalize the City Center and Telegraph Street.**
- 7. Evaluate Role with Washington City Chamber of Commerce.**
- 8. Strengthen Communication and Relationships with Business Partners, Citizens and Developers.**
- 9. Identify Entrepreneurial Resources and Make Them Available to Local Businesses and Citizens.**
- 10. Monitor Job Creation Progress and Identify Job Resources and Make Them Available to Local Businesses and Citizens.**
- 11. Support Retail Commercial Development Clusters Along Major Transportation Corridors.**
- 12. Actively Participate in Regional, State and National Economic Development Programs.**

## **Review and Update the Economic Development Plan on an Annual Basis**

- Evaluate the Economic Development Plan each June and make necessary adjustments.
- Strengthen participation and communication with the Business Advisory Committee (BAC).
- Strengthen participation and communication with the Strategic Partners/Stakeholders Group.
- Work more directly with the Washington County Economic Development Council (WCEDC) so that some of their principles and priorities reflect those of Washington City.

## **Create a Community Marketing Plan**

- Identify what Washington City has to offer its citizens and the business community (quality of life factors, mixed use development opportunities, future airport related business opportunities, etc.).
- Identify the market segments in which we want to promote the City.
- Identify the marketing mediums for promoting the City.
- Work with the Strategic Partners/Stakeholders Group on refining the marketing plan and identifying ways in which it may be implemented.
- Create the resource materials (in printed and electronic format) for the marketing mediums.
- Update demographic profiles and business activity reports on a quarterly basis.
- Contact businesses within the identified market segments on a semi-annual basis.
- Develop a database of available commercial (professional office and retail), business park and industrial properties that may be listed (with consent) on the City's web site.

## **Organize a Program for Balanced Product Development**

- Define what balancing product development means for Washington City (business percentages for retail, industrial, hotel, restaurant, service, etc.).
- Identify properties that are available and pad ready for commercial, business park and industrial development.
- Meet with the owners of available properties to identify their marketing plans.
- Work with the Community Development Department on identifying the appropriate locations for commercial, business park, light industrial, heavy industrial and mixed use developments.
- Work with property owners on amending the General Plan, if necessary, and rezoning their properties to the appropriate designations identified above.

## **Solidify the Business Expansion and Retention (BEAR) Program**

- Update the BEAR program forms so that responses can more clearly identify how the City can be of better service to the business community.
- Visit 8-10 businesses a month to assess their needs.
- Work with the Business Advisory Committee (BAC) on how the identified needs can be met and report back to the businesses.
- List business, entrepreneurial and job resources on the City's web site.
- Determine the Chamber of Commerce's level of participation in the BEAR program.

## **Establish a Program for Business Attraction – Commercial, Industrial and Professional Office**

- Design a plan to attract the market segments identified for balanced product development in accordance with the other objectives outlined in the Economic Development Plan.
- If necessary, work with property owners on amending the General Plan and rezoning their properties to the appropriate designations outlined in the objective for balanced product development.
- Review the existing incentives for business attraction and determine whether they should be modified, and develop an incentive menu program that includes various incentives that may be considered for doing business in the City. Specific criteria will have to be met for some or all of the incentives. Incentives may include sales tax rebate, tax increment financing, extended time for the payment of fees, the creation of an economic development project area (RDA, EDA or CDA), and other incentives for participation in “green building” programs such as LEED and Energy Star.
- Work with the Community Development, Power and Public Works Departments to develop a “fast track” process for business projects while meeting applicable notification requirements.
- While maintaining public safety and the City’s high standards for quality projects, work with the Community Development Department on amending development codes so that they will be more attractive to businesses.
- Visit with businesses and developers at their home offices as well as ours as we work toward economic partnerships.

## **Establish a Program to Revitalize the City Center and Telegraph Street**

- Implement the design guidelines for the City center and Telegraph Street.
- Work with other City departments and the City Council to adopt standards for right-of-way landscaping (including street trees), public signage, street furniture, outdoor events, and other elements for making the City center an enjoyable destination.
- Once the first building is constructed under the standards and guidelines of this downtown zoning district, meet with the property owners of the area to educate them in how they can participate in bringing the City center to life while realizing their economic goals.
- Actively pursue bringing the cultural arts to the City center area.

## **Evaluate Role with Washington City Chamber of Commerce**

- Continue participation in the Washington City Chamber of Commerce luncheons to let the membership know what is happening in the City and to respond to any concerns.
- Include members of the Chamber in the Business Advisory Committee (BAC).
- Evaluate the Role the Chamber will play in the BEAR program.
- Support the Chamber's evaluation of whether it would be in their best interest to merge with other area chambers in order to consolidate resources.

## **Strengthen Communication and Relationships with Business Partners, Citizens and Developers**

- Expand the role of the Business Advisory Committee (BAC) to be a resource for resolving business related issues as well as participating in the sharing of information for and from the business community.
- Participate in the BEAR program as outlined in the objective.
- Utilize the Strategic Partners/Stakeholders Group to create a community marketing plan and to establish a program for business attraction.
- Participate in the annual neighborhood open house meetings with the City Council.
- Organize an annual Business Owners' Night modeled after the City's annual Contractors' Night.
- Organize the City's Familiarization Tour for developers and owners of large and/or strategic properties, in conjunction with the WCEDC's annual Economic Summit.
- Explore how we can play a beneficial role for Dixie State College and how they can play a beneficial role for the City.

## **Identify Entrepreneurial Resources and Make Them Available to Local Businesses and Citizens**

- Obtain lists of resources, programs and web links for entrepreneurial and small businesses from Dixie Business Alliance/Small Business Development Center, USTAR, SEED Dixie, and the Department of Workforce Services, and post the lists and the links to these business organizations on the City's web site.
- Announce business related educational programs that will be available in the area on the City's web site.

## **Monitor Job Creation Progress and Identify Job Resources and Make Them Available to Local Businesses and Citizens**

- Obtain lists of resources, programs and web links for businesses from the Department of Workforce Services, and post the lists and the link on the City's web site.
- Announce business related educational programs that will be available in the area on the City's web site.
- Monitor job creation progress through WCEDC, the Department of Workforce Services and the Governor's Office of Economic Development.
- Evaluate the usefulness of the U.S. Census Bureau's local employment dynamics program, OnTheMap, for planning capital facilities and comparing the City's workforce and labor force to that of the county as a whole.

## **Support Retail Commercial Development Clusters Along Major Transportation Corridors**

- Work with the Community Development Department on identifying the appropriate locations for retail commercial development clusters along the City's major transportation corridors.
- If necessary, work with property owners on amending the General Plan and rezoning their properties to the designations that allow retail commercial.
- Identify properties that are available and pad ready for retail commercial development.
- Visit with businesses and developers to market the identified retail commercial properties.

## **Actively Participate in Regional, State and National Economic Development Programs**

- Maintain membership and work more directly with WCEDC in ways that will provide more benefits to the City's level of economic development efforts.
- Maintain membership (where applicable), participate with the programs, and utilize the resources provided by the Economic Development Corporation of Utah, the Governor's Office of Economic Development, Utah Alliance for Economic Development, the International Council of Shopping Centers, the International Economic Development Council, and the American Planning Association (at the state chapter, national and professionally certified levels).