

AGENDA

ECONOMIC DEVELOPMENT TASK FORCE UTAH LEGISLATURE

Thursday, July 19, 2012 • 8:00 a.m. • Room 445 State Capitol

Approximate
Time Frame

8:00 **1. Committee Business**

- Call to order and welcome
- Approval of the minutes from the June 21, 2012 task force meeting

8:05 **2. Tourism as a Component of Economic Development**

The Utah Office of Tourism, an office within the Governor's Office of Economic Development, promotes tourism into the state through advertising and media contacts. Its mission is to improve the quality of life of Utah citizens through revenue and tax relief by increasing the quality and quantity of tourism visits and spending. The office operates several programs to assist Utah's tourism industry including marketing and advertising, research and planning, publications, information services, media relations, and cooperative programs. What impact does tourism have on the economic development of the state?

- David Williams, Deputy Director, Governors Office of Economic Development, Office of Tourism
- Nan Anderson, Executive Director, Utah Tourism Coalition
- Nathan Rafferty, President and CEO, Ski Utah
- Brian Merrill, CEO, Western Rivers Expeditions and Moab Adventures

9:00 **3. Economic Development Issues - Process, Topics, and Objectives**

Economic development involves a number of issues including agriculture, economic forecasts/growth, education, environment, local government concerns, manufacturing, natural resources, population growth, regulations, small business, tax policy, technology, tourism, and transportation. The task force members will discuss adding or subtracting from this list and discuss processes, objectives, and outcomes in order to focus task force efforts.

10:30 **4. Other Task Force Business / Adjourn**