

Transportation Interim Committee

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GOED Executive Director

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Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

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Vision for Utah's Success

GOED

Utah will lead the nation as the best performing economy and will be recognized as the premier global business environment and tourist destination.

UDOT



Unified Missions

GOED

Enhance quality of life by increasing Utah's revenue base and improving employment opportunities.

UDOT

Innovating transportation solutions that **strengthen Utah's economy** and **enhance quality of life.**

Collaboration: Building on Successes

- Understand needs of businesses and job generators
- Share information regarding current and future infrastructure
- Deliver and demonstrate a reliable, safe, effective transportation system

Trade Communications & Marketing

Printed Trade Plan & Marketing Collateral

- Strategic plan for enticing businesses to Utah
- Communicate transportation infrastructure strengths and future
- Cohesive message about transportation and business in Utah

Combined Summit

Annual or Semi-Annual Summit

- Discuss upcoming business interests
- Identify opportunities
- Share existing data and establish future needs for research
- Strengthen partnerships

Moving Forward with Shared Goals

- Better communicate how the investment in, the condition of, and the modal mix of the state's transportation system contributes to economic vitality
- Strengthen partnerships
- Develop tools that will improve the state's ability to attract business to Utah
- National research project

Economic Development & Transportation Coordination

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