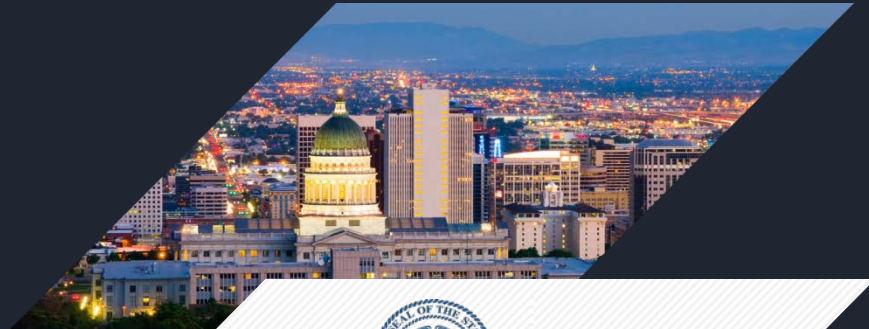


# Economic Development and Workforce Services Interim Committee

Q. Val Hale  
GOED Executive Director



LIFE  
**UTAH**  
ELEVATED



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

18 May 2016



# ECONOMIC DEVELOPMENT PLAN



## *FINDING SOLUTIONS, IMPROVING LIVES*

### **GROW & SUPPORT**

Grow and support Utah businesses in our rural and urban communities and encourage the innovative entrepreneurial spirit.

### **ENGAGE INDUSTRY**

Engage with industry to build strategies that maintain a diversified economy and strengthen the business supply chain.

### **EXPAND THE EXPERIENCE**

Expand the tourist experience of Utah's natural and cultural wonders.

### **ADVANCE PARTNERSHIPS**

Advance Utah's unprecedented partnerships in industry, education and workforce development.

# Future Planning & Administrative Priorities

1. Increase focus on data-driven decisions and measurements

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1. Increase focus on data-driven decisions and measurements
2. Refine comprehensive small business services strategy

# Future Planning & Administrative Priorities

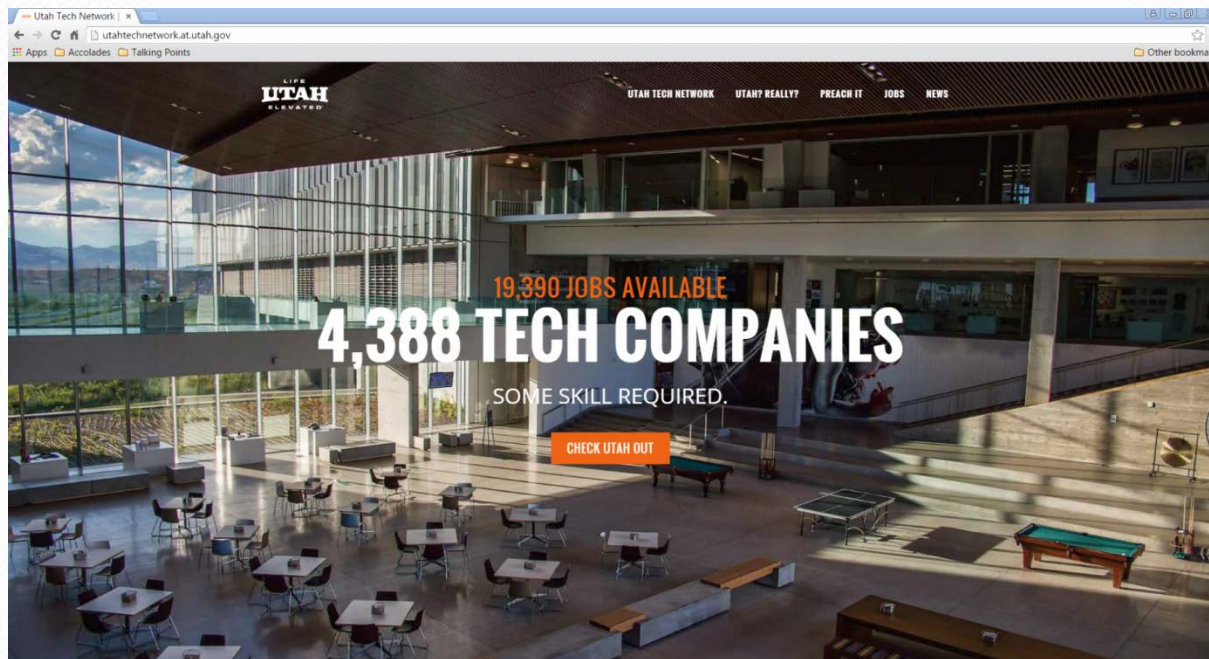
1. Increase focus on data-driven decisions and measurements
2. Refine comprehensive small business services strategy
3. Review and modify cluster strategy

# Cluster Strategy



The source of information in this Mind Map comes from [http://www.mckinsey.com/insights/business\\_technology/disruptive\\_technologies](http://www.mckinsey.com/insights/business_technology/disruptive_technologies)

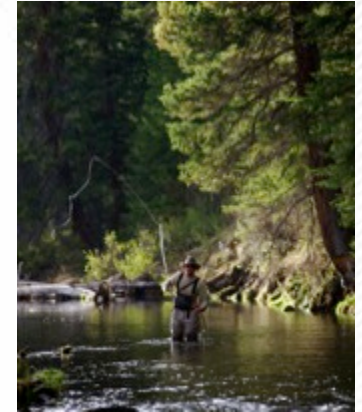
# Cluster Strategy



## Talent Attraction Campaign

- Develop and implement an IT recruitment marketing strategy that will extend the “Life Elevated” brand to attract essential workforce talent to the state.

# Cluster Strategy



## Office of Outdoor Recreation (63N-9-101) funds

- Multiple Utah communities—especially rural—have quickly matched and benefitted from the Utah Recreation Grant
- OOR is hosting industry summits in 3 locations:
  - Ogden
  - Cedar City
  - Moab



# Thank you

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