



Governor's Office of Economic Development

BUSINESS • TOURISM • FILM

State of Utah

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Performance Measures

HB4 (2019) Business, Economic Development, and Labor Base Budget 02/03/20

Talent Ready Utah

1. **Target Met** - Support new industry and education partnership each year (Target = 20%)
 - Started the Talent Ready Apprenticeship Connection and partnered with Stadler Rail, SLCC and Salt Lake City School District. Implemented Utah Works and partnered with SLCC, Davis Tech College and Ogden-Weber Tech College, as well as the following companies; Merit Medical, Stadler Rail, Boeing, Northrop Grumman, Albany, Peterson, Janicki and Kihomac. Administered the Computer Science for Utah initiative working with several companies in the tech industry, the Utah State Board of Education and other government entities.
2. **Target Met** - Expand current pathway programs throughout school districts in the state each year (Target = 5%)
 - Expanded the Diesel Tech Pathways program to Davis Tech College, Davis School District, Morgan School District, Ogden School District, Weber School District, Tooele School District, Tooele Tech College, Washington School District and Dixie Tech College and Snow College. Also, expanded the Utah Aerospace Pathways program to Tooele Tech College and Tooele School District.
3. **Target Met** - Create/Support new pathway programs each year (Target =10%)
 - Created two new pathway programs; Utah Rotor Pathway and Manufacturing Pathway. Utah Rotor Pathway is a partnership between SUU, Southwest Tech College, Alpine School District and Iron County School District and over 10 helicopter and airline companies. The Manufacturing Pathway is a partnership between Bridgerland Tech College, Cache County School District, Carbon County School District, Emery School District and USU- Eastern.

Corporate Recruitment

1. **Target Met** - Corporate Recruitment: increase year over year average wage by 2%
 - The state average wage increased 4.2% from 2017 to 2018. The average state wage went from \$45,727 to \$47,627.
2. **Target Met** - Business services: increase the total number of businesses served by 4% per year
 - Board approved EDTIF incentives increased 13%.
3. **Target Met** - Compliance: perform assessments on 60% of active contracts with follow up to each
 - 62% of the active contracts were assessed.

Utah Office of Tourism and Film

1. **Target Met** - Tourism Marketing Performance Account - Increase state sales tax revenues in weighted travel-related NAICS categories as outlined in Utah Code 63N-7-301 (Target = Revenue Growth over 3% or Consumer Price Index - whichever baseline is higher)
 - The state sales tax revenues in weighted travel-related NAICS categories as outlined in Utah Code 63N-7-301 increased 4.42%.
2. **Target Met** - Tourism SUCCESS Metric - increase number of engaged visitors to VisitUtah.com website (engaged website visitors are those who meet specific thresholds for time on site and page views) (Target = 20% increase annually)
 - There has been a 124% overall performance improvement for Tourism's SUCCESS metric since 2013, as established by GOMB.
3. **Target Met** - Film Commission Metric - Increase film production spending in Utah (Target = 5% annually)
 - Projected film production spend increased by 25%.

Pass-Through

1. **Target Underdevelopment** - Contract processing efficiency: all contracts will be drafted within 14 days following proper legislative intent and all signed contracts will be processed and filed within 10 days of receiving the partially executed contract. (Target = 95%)
 - The contract processing, monitoring and reporting is being development into a tracking system (Salesforce) however that system is not finalized. We are anticipating the system to be complete this year and will update metrics accordingly.
2. **Target Met** - Assessment: Completed contracts will be assessed against scope of work, budget, and contract, (Target = 100%)
 - 100% of the contracts were assessed against scope of work, budget, and contract.
3. **Target Met** - Finance processing: invoices will be processed and remitted for payment within five days. (Target = 90%)
 - Invoices were processed and remitted for payment on average within 3 days.

Administration

1. **Target Met** - Finance processing: invoices and reimbursements will be processed and remitted for payment within five days (Target = 90%)
 - 90% of payments were processed in 3 days.
2. **Target Underdevelopment** - Contract processing efficiency: all contracts will be drafted within 14 days and all signed contracts will be processed and filed within 10 days of receiving the partially executed contract (Target = 95%)
 - The contract processing, monitoring and reporting is being development into a tracking system (Salesforce) however that system is not finalized. We are anticipating the system to be complete this year and will update metrics accordingly.
3. **Target Met** - Public and Community Relations - Increase development, dissemination, facilitation and support of media releases, media advisories, interviews, cultivated articles and executive presentations. (Target = 10%)
 - There were increases of 14% in distributed news releases, 54% in published newsroom articles, 14% in social media followers.

Rural Employment Expansion Program

1. **Target Underdevelopment** - Business development: Increase state-wide business participation in program (Target = 5%).
 - The program is new and a baseline is currently being established. Listed are the overall numbers for the program: contracts entered 23, projected jobs 280, projected counties of employment 12. Business participation will be compared to baseline for target increases.
2. **Target Underdevelopment** - Workforce: Increase REDI-qualified position participation (Target = 5%)
 - To qualify for the incentive a company must retain an employee for at least 12 months. The program is new and we do not have any funds or jobs development that have reached the year mark for participation measurements.

Pete Suazo Utah Athletics Commission

1. **Target Met** - High Profile Events - The Pete Suazo Utah Athletic Commission (PSUAC) averages 37 "Combat Sports" events and one "high profile event" per year. PSUAC will target one additional "high profile event" next year
 - 3 "high profile" events were held.
2. **Target Underdevelopment** - Licensure Efficiency -The PSUAC has averaged 991 licenses issued annually over the last 3 years, with less than 5% of those licenses issued in advance of the events. Implementation of an online registration will improve efficiency (Target = 90%)
 - The online licensing system has not been finalized.
3. **Target Met** - Increase revenue – Annual average revenue of nearly \$30,000 over the last 3 years (Target= 12%)
 - Revenue increased by 18%.