

Sen. A. Millner

Request Name: Northern Utah Economic Alliance

Description: The Northern Utah region possesses all the assets that make Utah's economy the envy of the nation. We have an enviable quality of life, a strong economy, endless recreational opportunities and a vibrant urban core. This regional strategic plan possesses an approach to economic development, including strategic goals and specific recommendation to meet them including work to grow infrastructure, workforce, recruitment, retention and marketing.

Agency: Economic Development

Funding Amount: General Fund - \$300,000. - 2021 (Ongoing)

Our region possesses all the assets that make Utah's economy the envy of the nation. We have an enviable quality of life, a strong economy, endless recreational opportunities and a vibrant urban core. This regional strategic plan possesses an approach to economic development, including strategic goals and specific recommendation to meet them including work to grow infrastructure, workforce, recruitment, retention and marketing.

The first 2020-21 budget shows what the likely budget for next year will be, assuming the use of \$100k of state money. Notable items:

1. Brand Development expense goes away as it was a one-time spend (-\$43k)
2. Additional Research projects increases, to include some additional talent recruitment and real estate projects (+\$15k)
3. We add a small site selector fly-in event (+\$20k)
4. GS&O travel budget increases as the frequency of direct outreach will increase (+\$7,500)

With the addition of \$300k of state money in 2020-21, the program budget could be significantly expanded. Notable items include:

1. The addition of a second headcount to serve as a Marketing Analyst/Business Development Analyst which would significantly expand the NUEA's outreach efforts (+\$75k)
2. Enhanced web site, materials and collateral budgets to enhance the NUEA outreach process (+\$20k)
3. A significantly expanded research budget, which would include a Talent Recruitment (The "Northrop Project") initiative designed to enhance Northern Utah workforce development efforts (+\$70k)
4. Expanded industry marketing efforts, allowing the NUEA brand to penetrate further, more quickly (+\$20k)
5. Expanded site selector marketing, allowing the NUEA brand to reach more of this influential audience (+\$5k)
6. Expanded Mega Site funding, allowing for the completion of a Northern Utah site more quickly (+\$20k)