



Governor's Office of Economic Opportunity

GOEO FY26

a presentation for the Utah Legislature's
Economic & Community Development Appropriations Subcommittee

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LIFE
UTAH
ELEVATED



Today's Roadmap

1. GOEO Overview
2. Programs and Initiatives
3. Budget Overview
4. Governor Recommendations
5. Response to Budget Reduction
6. Funding, Intent Language, and Technical Corrections





Governor's Office of Economic Opportunity

We champion Gov. Cox's commitment to creating opportunity for all Utahns by utilizing federal and state resources, as well as private-sector partnerships, to support Utah entrepreneurs and businesses, recruit and retain companies, and collaborate with industries, regions, and communities to cultivate a diverse and prosperous economy.



Governor's Office of Economic Opportunity

MISSION

**Cultivate economic prosperity for all
Utahns**

VISION

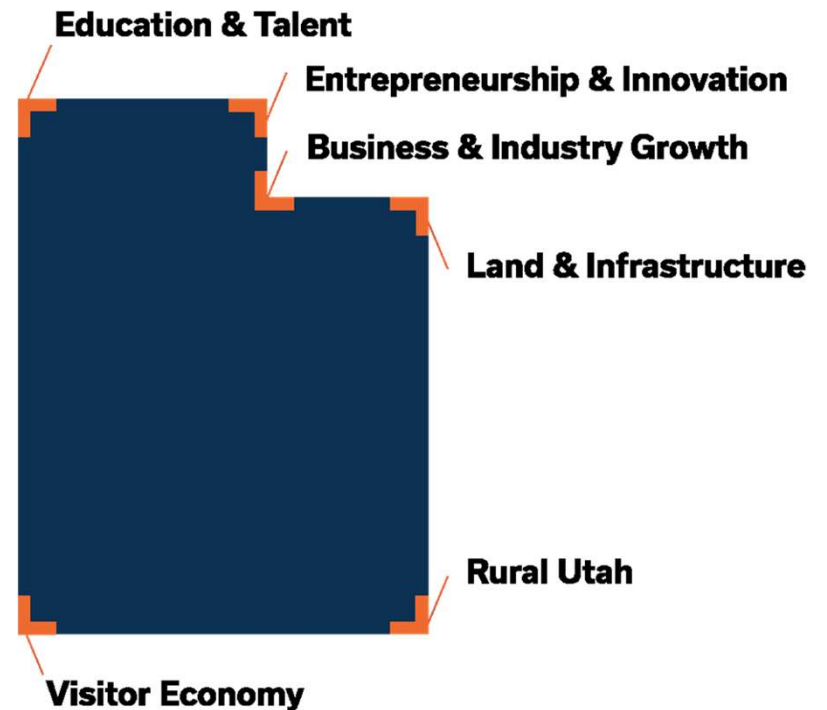
**Develop and sustain the world's greatest
economy and quality of life**





Strategic Objectives Framework

Utah's unique shape includes six sides and six cornerstones. Similarly, Utah's economic strategy focuses on six key cornerstones. Each of these cornerstones represent important elements of sustaining economic prosperity throughout Utah. They also represent the statewide focus needed to support both urban and rural communities.





Governor's Office of Economic Opportunity

VALUES

- Collaborative partnerships
- Exceptional communication
- Working at the speed of business
- Community stewardship
- Superb customer experience
- World-class research and data





Governor's Office of Economic Opportunity

Under the governor's direction, we lead and coordinate Utah's economic development efforts

- Over 100 state workers
- 20+ programs and initiatives
- Statewide presence
- Administer \$140 million in funding to Utah businesses annually





Governor's Office of Economic Opportunity

Provide resources to Utah entrepreneurs, businesses, and communities

- **Funding** — Access to state and federal grants, loans, tax incentives
- **Network** — Connect with private sector and industry experts
- **Workforce development** — Support Utah's skilled, diverse workforce
- **Expand opportunities** — Promote international trade and partnerships



Governor's Office of Economic Opportunity



Promote economic growth and competitiveness in Utah

- Retain and recruit companies with more high-paying jobs
- Drive increased tourism and film production
- Promote increased business opportunities in rural Utah





Accolades & Rankings

Best-Performing Cities

Ogden–Clearfield & Salt Lake City ranked in the top 3 for large cities; St. George No. 2 for small cities.

Milken Institute – January 2025

Best State to Move to

Utah ranked No. 1 for best state to move to in 2024

ConsumerAffairs — August 2024

Best Business Climate

Utah ranked No. 1 for best business climate in the country

Schweitzer Engineering Laboratories (SEL) — Sept. 2024

Best State Economy

Utah ranked No. 2 for best state economy

Wallethub — June 2024

business.utah.gov/accolades





GOEO Programs and Initiatives

Supporting Utah's Economy

- APEX Accelerator
- **Business Services**
- Center for Rural Development
- Community Grants
- **Economic Growth**
- International Trade & Diplomacy
- Startup State Initiative
- UPSTART
- Utah Broadband Center
- Utah Center for Global Talent
- Utah Economic Opportunity Commission
- **Utah Film Commission**
- Utah Innovation Center
- Utah Office of Regulatory Relief
- **Utah Office of Tourism**
- Utah Small Business Credit Initiative



Rural Communities Opportunity Grant





Tourism & Film

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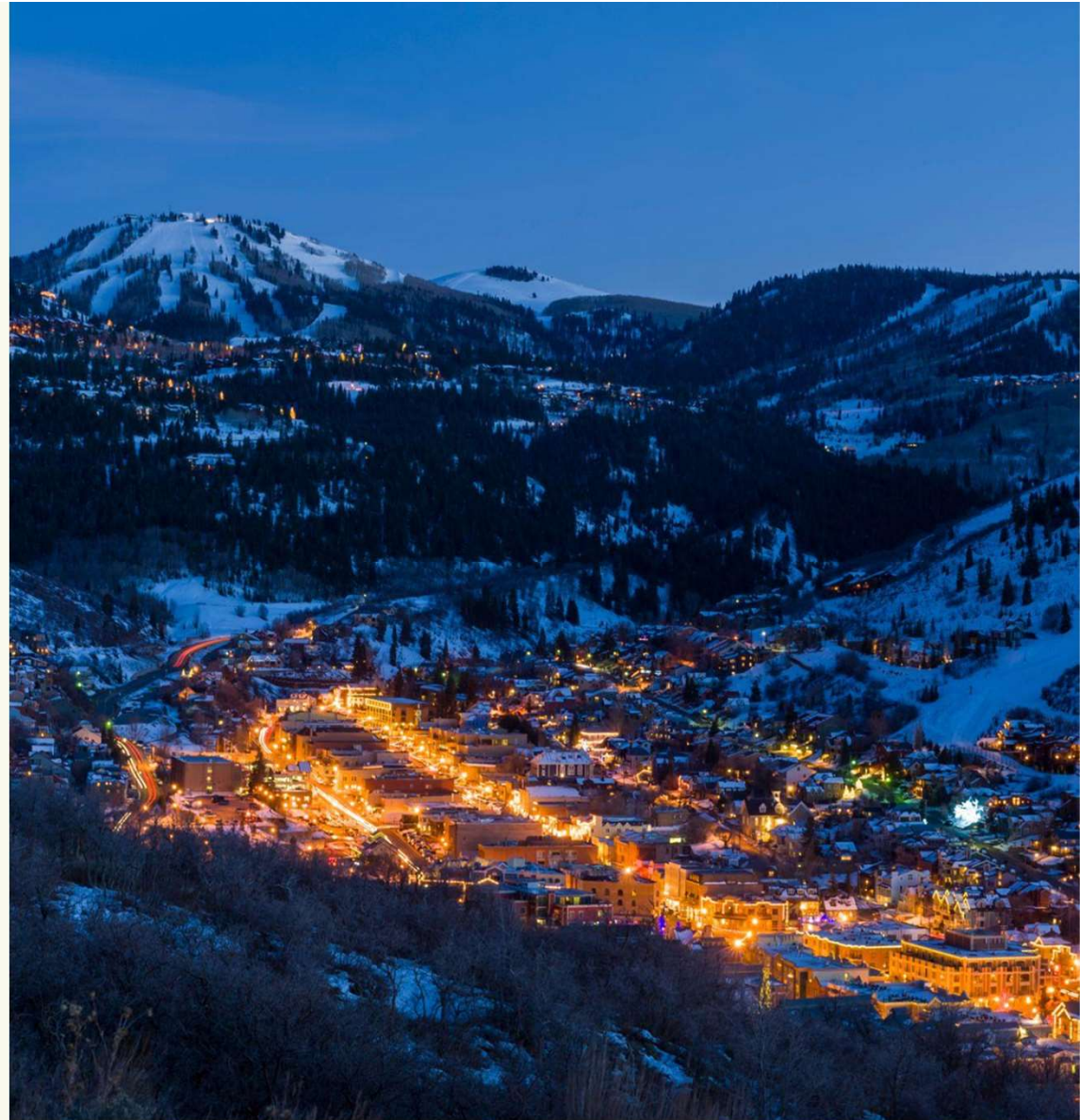
Utah Office of Tourism

Vision

A state united in welcoming the world to experience awe-inspiring adventure.

Mission

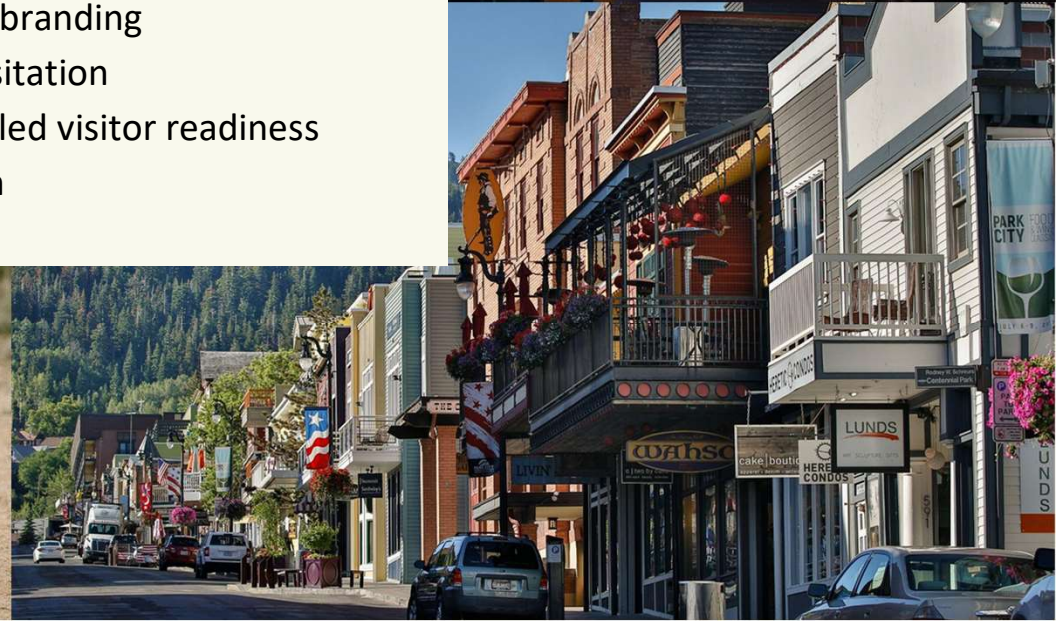
Elevate life in Utah by advancing the visitor economy through marketing, stewardship, and destination development.





Strategic Priorities

1. Continue powerful branding
2. Prioritize quality visitation
3. Enable community led visitor readiness
4. Distribute visitation



2023 Direct Visitor Spend

\$12.71B



Resulting In

\$2.35B

State & Local
Tax Revenue*

This is equivalent of approximately

\$2,009

in tax benefits per Utah household.

*Sources: U.S. Travel Association,
Kem C. Gardner Policy Institute,
Utah Office of Tourism



Resident Sentiment Statewide

59%

Positive effects of
tourism outweigh the
negative effects

75%

Recognize tourism's
importance to the
Utah economy

84%

Agree UOT should help
educate visitors how to
minimize environmental
impacts & travel
responsibly

74%

Say that natural
resource protection
and tourism can be
compatible



Summary

\$5M / 23% Cut Would:

For FY2026, this cut would result in:

- \$1.2 billion loss in traveler spending
- Reducing state tax revenue by \$56 million and local tax revenue by \$40 million
- Reducing the amount of funding going to the Utah Sports Commission by \$500,000
- Increasing the shortfall in available funds for our cooperative marketing program from \$1.6M to \$2.6M
- Ongoing cut would have a similar negative effect for many years going forward

Tourism Marketing Performance Fund

\$5M / 23% cut would:

- Result in a \$1.2 billion loss in traveler spending
- Reduce state tax revenue by \$56 million and local tax revenue by \$40 million
- Decrease funding for the Utah Sports Commission by \$500,000.
- Increase the shortfall in available funds for our cooperative marketing program from \$1.6M to \$2.6M
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In Love. In Utah.

In Love, In Utah

Our journey across Utah wasn't a vacation; it was a meaningful experience ... we returned home with memories etched in our hearts.

Seeking solace amidst Utah's landscapes, we hoped to create a space where memories could flow freely like rivers winding through canyons.

Utah is not a postcard, but a living, breathing entity with its own unique rhythm and soul.

Utah Film Commission

Formed in 1974, the Utah Film Commission is part of the Utah Governor's Office of Economic Opportunity and the Utah Office of Tourism.

Mission

Promote the entire state of Utah for film, television and commercial production and foster the development of local talent, industry and crew.





Utah Film Economic Impact Statewide

\$161 M

Total Production Spend
FY23 - FY24

\$94 M

Total Rural Spend
FY23 - FY24

**9400
JOBS**

The median hourly wage on
film productions is \$29.00,
almost double the Utah state
average wage of \$15.70 (Utah
Dept of Workforce Services)



Motion Picture Incentive Program

With the proposed cut of \$1.42M
Utah will lose:

- \$10M in direct spend to Utah vendors & businesses
- 1200 jobs per year
- Ability to support local, independent filmmakers



Budget Overview

FY25 Line Item Budget

Line Item	2025 Appropriated
Administration	3,051,300
Economic Prosperity	76,575,300
Office of Tourism	28,916,700
Pass-Through	31,149,700
Inland Port Authority	3,183,200
Point of the Mountain Authority	1,750,300
World Trade Center Utah	1,762,500
Utah Sports Commission	10,462,300
Total	156,851,300



Governor's Recommendations

Budget Recommendations

➤ \$5M Rural Communities Opportunity Grant (FY26)

➤ \$3M Sundance Film Festival (FY26) with \$1.5M ongoing and \$1.5M one-time

➤ \$5M Rural Opportunity Loan (FY26)

➤ \$3M Child Care Services Infrastructure (FY25)



Budget Reduction Response



Budget Reduction Options from the LFA

- \$5M ongoing from the TMPF
- \$1,479,100 cash reduction from the Cash MPIF
- 5% Reduction in GOEO pass-through grants (\$476K)
 - Economic Assistance Grants (\$225K)
 - Utah MEP (\$140K)
 - Utah Small Business Development Center (\$40K)
 - Senior Financial Aid Advocates (\$35K)
 - Women Tech Council (\$18K)
 - Northern Utah Economic Alliance (\$15K)
 - Suazo Business Center (\$3K)



Funding, Intent Language, and Technical Corrections



Reallocations

- \$200K one-time for the "Partnership for Hill Air Force Base and Camp Williams Public Protection Area" move from COM to CKA (FY25)
- \$50K ongoing for the "Partnership for Hill Air Force Base and Camp Williams Public Protection Area" moved from GOEO to DMVA (FY25)
- \$1,750,300 ongoing for Point of the Mountain appropriation move to DFCM (FY25)
- \$28,800 ongoing move to CKA from CLA for DTS charges that were appropriated to CLA (FY26)



Additional Federal Fund Authority

- \$46M of federal funds authority for the next two USBCI tranches (FY25 and FY26)
- \$1.5M federal fund authority USBCI Technical Assistance Program grant (FY25)
- \$4M of federal funding authority (ARPA) for the Redevelopment Matching Grant (FY25 and FY26)



Additional Dedicated Credit Authority

- \$90K of ongoing dedicated credit authority for the USBCI fee for funds held by lending partners or EDO's (FY25)
- \$1M of ongoing dedicated credit authority for the USBCI recycled funds (FY26)
- \$1M of ongoing dedicated credit authority for USBCI interest income (FY25)
- \$150K of one-time dedicated credit authority for Child Care Solutions and Workforce partnership with DWS and the economic opportunity commission (FY25)
- \$400K of ongoing dedicated credit authority for the hotel convention center (FY25)



Intent Language Request

- The Legislature intends for the Governor's Office of Economic Opportunity to add two vehicles in support of its rural program efforts
 - Fleet recommendation
 - No additional funding needed



**Governor's Office of
Economic Opportunity**



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THANK YOU

