



Performance Note
SB0194 - Utah Main Street
Program
Sponsor: Sen. Owens, Derrin R.



Performance Note Report

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Agency: Governor's Office of Economic Development

Funding For:

New Services or Benefit

Public Benefit:

Purpose: To assist and support downtown revitalization efforts in communities in Utah with a proven approach developed by Main Street America's national program. The advisory committee will support the development of tiers which will allow most communities in Utah to participate at a level that works for them. Top-tier communities could qualify for full Main Street America accreditation, enhancing the effectiveness of their local efforts.

Services: The Utah Main Street program will provide a multi-faceted approach that includes:-Training and technical assistance on downtown revitalization with project planning, assessments, business counseling, feasibility studies, planning and support for events.-Funding assistance: placemaking grants, facade improvement grants, consultants and matching support for local staffing, scholarships for local communities to participate in the national Main Street America program.-Multi-agency approach: GOED, Utah Office of Tourism, Division of State History/State Historic Preservation Office, UDOT, Division of Heritage & Arts, Preservation Utah, DWS/Community Development Office and others are committed to working togetherAnnual Conference for Utah communities to provide information & resources to support their Main Street efforts.-A new mapping tool is being developed in both communities to provide detailed information on each downtown with overlays of economic and infrastructure data.

Expected Outcome: Benefits delivered to the communities include: -Revitalization efforts begun, conducted and developed by the local community-Protecting and strengthening the existing tax base-Retaining current businesses and attracting new businesses-Creating new jobs-Increasing investment in downtown-Preserving historic architectural resources-Increasing trainings available to local businessesWe will also increase the value of downtown to include the value of buildings, businesses, value to the community as a source of tax revenues and value to the local citizens.

Implementations and Resources: GOED will implement and develop the program with support provided by partners: Utah Office of Tourism, Division of State History/State Historic Preservation Office, UDOT, Division of Heritage & Arts, Preservation Utah, DWS/Community Development Office, communities of Brigham City & Price, and others

How: The project provides a framework and scope for communities to develop and implement their own Main Street efforts which fit their bandwidth and capabilities. The national framework supported by GOED Staff and Legislative funding will be a catalyst for planning moving forward.

Performance Measures

Goal

Title: Develop the tiered statewide program and roll out in the first year.

Description: Develop the policy and procedure needed to establish local main street projects and create the granting application process needed to accept proposals.

Collection Method: Track approved projects via the application process and work with Kem Gardner Policy Institute to develop an annual and comprehensive report of the impacts of the Utah Main Street program

	2021	2022	2023
Establish Main Street Projects in Utah Communities Baseline	0.00	5.00	5.00
	0.00	0.00	0.00

Goal

Title: Organize and convene the Main Street Advisory Committee.

Description: Establish the policy and procedure framework to organize the Advisory Committee and work with leadership to appoint members to the advisory committee.

Collection Method: Report using minutes from the Advisory Committee meetings to verify establishment and progress of the committee. The likely meeting schedule is quarterly (4x per year).

	2021	2022	2023
Meeting Minutes Baseline	0.00	4.00	4.00
	0.00	0.00	0.00

Goal

Title: Complete Mapping Project for Box Elder and Carbon Counties.

Description: Work with GIS Specialists in Box Elder and Carbon Counties to develop a resource map for identified Main Street Projects. The map will include infrastructure resources, population statistics, retail space availability, tax information, etc.

Collection Method: The counties in coordination with GOED and AGRC will gather data sets that are relevant to the Main Street target population. The data sets will come from DWS, Tax Commission and other available sources.

	2021	2022	2023
Develop a map for each	0.00	5.00	5.00
MSA Project			
Baseline	0.00	0.00	0.00

By rule, performance notes are provided by the governmental entity that will supervise the new agency or administer the new program. Performance notes are not written by the Office of the Legislative Fiscal Analyst.