

59 local agencies to achieve the economic benefit;

60 (c) demonstrate how the funding request will act in concert with free market principles;

61 [~~(d) in the case of an economic opportunity that includes the retention of jobs,~~

62 ~~demonstrate how the potential relocation of jobs outside the state is related to a merger,~~

63 ~~acquisition, consolidation, or similar business reason other than the applicant simply requesting~~

64 ~~state assistance to remain in the state;]~~

65 [~~(e)~~] (d) satisfy other criteria the administrator considers appropriate;

66 [~~(f)~~] (e) if the applicant meets the requirements of Subsection [~~(2)(g)(i)(C)~~] (2)(f)(i):

67 (i) demonstrate that the funding request will be used primarily to reimburse the

68 applicant for expenses related to a program of [~~out-of-state advertising;~~] marketing[;] and

69 branding for an annual conference for the high tech sector with at least 10,000 attendees that is

70 held on or after January 1, 2019; and

71 (ii) [~~subject to Subsection (3)(e);~~] demonstrate that the annual conference described in

72 Subsection (2)(f)(i) met post-performance requirements designated by the administrator

73 regarding:

74 [~~(A) economic impact on the state;~~]

75 [~~(B) new tax revenue to the state; and~~]

76 [~~(C) attendance of out-of-state business prospects; and~~]

77 (A) business leads generated by the conference; ~~←~~ ~~→~~ ~~←~~ ~~→~~

78 (B) ~~←~~ ~~→~~ ~~←~~ ~~→~~ total ~~←~~ ~~→~~ ~~←~~ ~~→~~ attendance at the conference; ~~←~~ ~~→~~ ~~←~~ ~~→~~

78a ~~←~~ ~~→~~ (C) the number of out-of-state attendees at the conference;

78b (D) the number of out-of-state businesses represented at the conference; and

78c (E) documentation of marketing and advertising money spent outside of the state for

78d the conference; and ~~←~~ ~~→~~

79 [~~(g)~~] (f) be either:

80 (i) an entity whose purpose is to exclusively or substantially promote, develop, or

81 maintain the economic welfare and prosperity of the state as a whole, regions of the state, or

82 specific components of the state, including[; ~~(A) an entity that is a sports development~~

83 ~~organization under contract with the state for sports development and sporting event attraction~~

84 ~~and related activities that provide an economic impact or promotional value to the state; (B) an~~

85 ~~entity that implements technology innovation in public schools, including whole-school~~

86 ~~one-to-one mobile device technology deployment for the purpose of incubating technology~~

87 ~~solutions related to economic and workforce development; or (C)] an entity that is a nonprofit~~

88 organization engaged in publicizing, developing, and promoting the high tech sector in the state

89 through activities that include organizing and hosting an annual conference for the high tech