

Fiscal Year 2013 Implementation Plan



Economic Development
City of West Jordan

Fiscal Year 2013 Implementation Strategy

Background

In 2012, the West Jordan Economic Development Coordinating Committee (EDCC) developed and presented to the City Council for its ratification, the City's first economic development strategic plan. This plan comprehensively addresses eight key elements or directives. These include:

- business recruitment
- job creation
- business expansion and retention
- community branding
- residential development
- redevelopment and infill
- hospitality
- livability

This plan provides a blueprint for the next five years specific to economic development. Nevertheless, given the limited number of staff assigned various economic development responsibilities, it is essential that a short-term implementation strategy accompany the larger plan. This strategy has identified five of the above elements upon which efforts will be applied for the remainder of the 2013 fiscal year, running through June 30, 2013. Key performance indicators or measures will be tracked from year to year, in order to gauge economic development progress.

The five elements for 2013 include:

- business recruitment
- job creation
- community branding
- redevelopment and infill
- livability

It should not be assumed here that all other elements will be ignored or that progress will not be realized with regards to those elements not mentioned above. However, West Jordan City, in partnership with EDCC and other business and citizen stakeholder groups, has determined that the above five elements should be emphasized during the remaining months of the current fiscal year.

The following strategy is organized by element or directive. In each section, the economic development directive is defined and various action items are articulated.

Sections

Business recruitment

The City of West Jordan is pursuing a program of proactive economic growth for the community. The City and surrounding area possess a number of assets that can provide the foundation of an economic development initiative resulting in an increase of jobs, investment, and overall economic vitality.

The following action items will be executed during fiscal year 2013:

1. The City will continue to monitor opportunities for business recruitment and work cooperatively with the Economic Development Corporation of Utah (EDCU) by preparing responses to requests for information issued by EDCU.
2. As part of the above, we will maintain and update SURE Site property listings on the EDCU website.
3. The City will continue to participate with the Governor's Office of Economic Development (GOED) with regard to state-sponsored promotions and activities.
4. The City will cultivate strategic partnerships with Coldwell, NAI, Commerce RE, and other prominent real estate brokerage firms.
5. The City will develop cooperative relationships with site locators to promote available West Jordan cites to businesses.
6. The City will create and maintain cooperative relationships with property owners and develop an inventory of available sites.
7. We will continue to cultivate relationships with developers and potential investors.
8. The City will proactively and periodically probe the interest of targeted retailers in locating within West Jordan in order to bring goods and services closer to West Jordan residents. Such may include the identification of target retailers through a retail leakage study.
9. We will create and maintain a database of commercial brokers in the Salt Lake area and will make quarterly contact with brokers and their government coordinators.

Job Creation

West Jordan is home to a wide variety of successful companies, from high-tech to financial services to manufacturing. Quality of life is enhanced when employment is available within the City. The City's economic base also benefits from this corporate presence.

The following action items will be executed during fiscal year 2013:

1. The City will partner with Salt Lake Community College and other higher education providers to encourage educational and training opportunities for West Jordan residents.
2. We will begin to create a visual inventory of all existing and available industrial space, detailing dimensions, current ownership, and utilities location/existing facilities. (See Business Recruitment, Item B)
3. The City will define and begin the branding of our current industrial parks and properties.

4. We will provide information regarding available space in West Jordan to the Larry H. Miller Business Resource Center.
5. We will support the West Jordan Chamber of Commerce in providing small business training to local businesses.
6. We will begin research into the feasibility of a revolving loan to assist small business startups.

Community Branding

West Jordan's brand is the product of all aspects of our community and organization that influence or shape public perceptions regarding the City. A branding strategy, therefore, endeavors to shape or manipulate that brand, so as to facilitate or realize a specific economic development objective.

The following action items will be executed during fiscal year 2013:

1. We will identify economic development stakeholders with whom we will begin to partner in developing a comprehensive branding strategy.
2. We will meet this year with stakeholder groups to identify specific branding objectives.
3. The City will work towards the identification of possible branding strategies and themes.

Redevelopment and Infill

West Jordan is approximately two-thirds developed. While there are opportunities for new development, there are also opportunities for reinvestment and the better use of existing infrastructure and property. West Jordan, with its quality of life and overall reputation as a desirable place to live, work, and play, is especially equipped to reinvest into underutilized properties for the purposes of economic development, capital investment, and job growth.

The following action items will be executed during fiscal year 2013:

1. We will monitor the development process and modify as appropriate to meet current conditions.
2. The City will encourage the expeditious processing of reinvestment applications.
3. We will create and maintain a database of commercial brokers in the Salt Lake area and will make quarterly contact with brokers and their local government coordinators.
4. We will identify areas in the city where joint ventures may be appropriate. The City will continue to work with the development community to cultivate interest in redevelopment areas.
5. We will begin the master planning process of Redwood Road, focusing on the potential for economic development on this underutilized corridor.

Livability

One of the key business considerations associated with selecting potential sites is the quality of life available in a possible new location. When a business is deciding between multiple cities, which are relatively similar, the final decision is often influenced by the intangible qualities

presented by each location. Due to the importance placed on quality of life by businesses in the site selection process, it is important that communities, desiring to expand the commercial base, maintain a high quality of life and actively communicate benefits to the business community.

The following action items will be executed during fiscal year 2013:

1. We will continue to encourage business centers near high-traffic areas, including highway interchanges, transit stops, including transit oriented developments and heavily traveled arterial roads.
2. The City will plan for alternative transportation modes, including walking trails and bike lanes.
3. We will develop a plan to improve existing roadways by reducing congestion through design features such as roundabouts, reversible lanes, and networking streets.
4. We will coordinate with communications companies to ensure connectivity to business or research parks, shopping centers, and industrial areas so that they have access to fiber-optic cable lines or other high-capacity data services.
5. We will coordinate future development plans with water and wastewater providers such as Jordan Valley Water Conservancy District and South Valley Water Reclamation facility to ensure capacity for future commercial/industrial development.
6. The City will focus on improving public spaces, including the removal of graffiti, median landscaping, and weed/litter abatement.
7. We will emphasize the code enforcement program to maintain the image of the City's business parks, shopping centers, and residential neighborhoods.
8. The City will develop a long-term plan with Salt Lake County Parks and Recreation to provide parks and recreational facilities and programs which are easily accessible to all city residents.