



“These state jobs will provide new opportunities for Utahns in rural communities to thrive and prosper. I have lived in a small community my whole life and know the importance of access to good, stable jobs.”

— Gov. Spencer Cox, March 2021, on the creation of 30 new permanent jobs for workers in rural areas (60 since January outside the Wasatch Front) by the state’s own Department of Workforce Services

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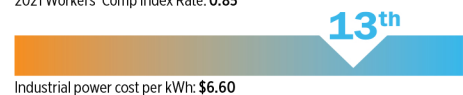
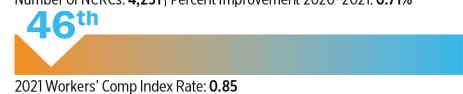
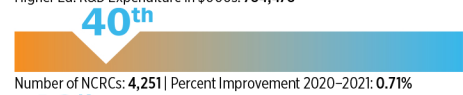
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Utah Pop. (2021): 3,370,531 Median household income (2021): \$76,052 Credit Rating: AAA / Stable Pop. growth 2021–2026: 1.7% Median age (2021): 31.1 Right-to-work state: Yes

Legislative Update

A 2021 legislative summary by Dan Hemmert highlighted a number of measures “that directly impact Utah’s economic future and its ability to attract and develop a skilled workforce,” starting with the renaming of his agency to the Governor’s Office of Economic Opportunity. Three new centers within that office — the Broadband Center, the Regulatory Relief Office and the Utah Immigration Assistance Center will, respectively, strengthen Utah’s broadband infrastructure, provide a sandbox where regulations can be adapted to innovation, and support Utah businesses seeking to bring workers from other countries when they can’t find the right skills or workers domestically. A post-performance tax credit called Rural Economic Development Tax Increment Financing, or REDTIF, was created to spur rural economic development. Finally, \$15 million will go toward continuing the Learn & Work In Utah workforce retraining program and \$20 million will fund grants to the pandemic’s highly impacted businesses and live events organizers.

Gov. Cox’s budget recommendations for FY 2023 include historic investments in education (\$976 million, with 43% of that going to higher ed) and infrastructure (including water and affordable housing). He also hopes to provide \$160 million in tax relief to Utahns through a grocery tax credit.



2020 GDP
(in millions of current US\$)
\$171,370

PROJECT WATCH

A November 2021 BEA report showed outdoor recreation generates \$689 billion in economic output and creates 4.3 million jobs. No state knows its impact better than Utah. Among the projects landing in the state in 2021 was a 155-job expansion in Ogden that could mean as much as \$32 million in capital investment over the next decade by Amer Sports Winter & Outdoor Company, home of such brands as Salomon, Arc’teryx and Peak Performance.

“Amer Sports Winter & Outdoor’s presence and corporate culture elevates both Northern Utah and the state’s outdoor industry,” said Val Hale, executive director of GOED (now GO Utah), which worked with the Utah Office of Outdoor Recreation to attract the company’s U.S.A. Winter & Outdoor headquarters expansion. A future distribution center somewhere in Utah is also part of its growth plans.

“We have built a partnership with the city of Ogden, Weber County and the State of Utah and are excited to announce the expansion of our operations,” said Bill Kirchner, vice president & general manager of Amer Sports Americas. “Our brands play an integral role in the outdoor and winter sports community by inspiring consumers to live active and healthy lifestyles. We value the unique opportunity Utah provides us to engage with skiers, snowboarders, runners, bikers and hikers and are proud to call Utah our home.”

Utah also has welcomed the recent move of SnowSports Industries America’s HQ to the state from the D.C. area, and a 118-job expansion in the state by Leitner-Poma of America (LPOA), whose manufacturing, service and other functions cover the



Amie Engerbretson skis through powder Deer Valley Ski Resort, Utah.
Photo by Scott Markewitz Photography courtesy of Utah Office of Tourism

company’s cable transport systems, including surface lifts, chairlifts, gondolas, MiniMetro urban transport, trams, inclined elevators and industrial trams.

“We’re excited Leitner-Poma has decided to come grow with us in Utah,” said Dan Hemmert, the Office of Economic Opportunity’s executive director. “Utah’s 15 world-class ski resorts make it an ideal location for Leitner-Poma’s corporate expansion.”

“Utah has a fantastic pro-business environment, and the ropeway market in Utah is growing exponentially,” said Daren Cole, president of LPOA. “We’re excited to expand our operations to have a more permanent home in the state. We thank the Go Utah team for helping us bring more jobs to the region. We have a long-term commitment to the economic vitality of Utah and its outdoor industry.”

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