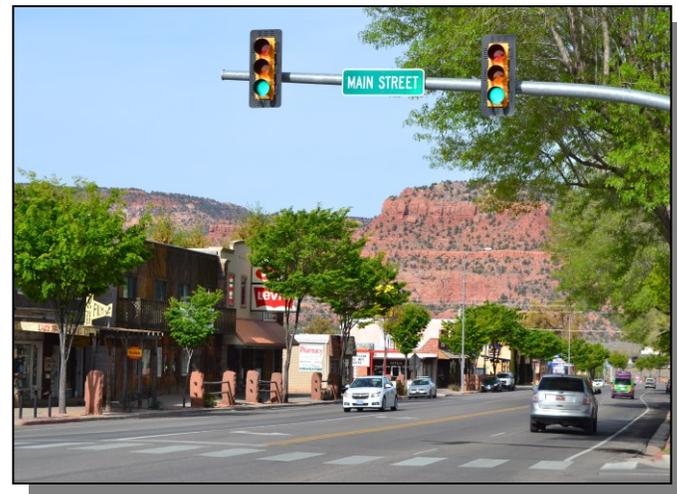


Chapter 4: Economics



Key Points

- Introduction
- Economic Development
- Attracting Business and Industry
- Downtown Revitalization
- Tourism
- **Community Image**
- **Educational Programs**
- Economic Goals



Note:

Text = *proposed new* **Text** = *proposed remove*

Kanab City is interested in pursuing and maintaining a healthy level of economic growth. Such growth is a means of providing a balanced, healthy economy in Kanab. It is a means of expanding the tax base for better homes, better schools and better public services. It is a means of providing more employment opportunities.

Kanab City is interested in pursuing and maintaining a healthy level of economic growth.

The City also recognizes the importance of establishing and maintaining an appropriate level of community sustainability. While total sustainability is not possible, any reduction in the percentage of imported goods and services strengthens the community's ability to survive both economically and environmentally. The export of native goods and services to nearby communities, if it does not decrease the quality of life and impact the natural environment, will provide long-term benefits to Kanab. Those benefits will be in terms of business opportunities, stable employment and increased economic well-being.

Kanab acts as a regional center for commercial needs and services in Kane County.

Building upon existing opportunities and services becomes important as Kanab continues to fill this important role in the region.

4.2. ECONOMIC DEVELOPMENT

It is the City's intent to achieve the most desirable results in economic development pursuits. Kanab City recognizes that economic development committee efforts should focus on:

- Revitalizing the downtown area of Main Street.
- Attracting and developing new business and industry that can offer Kanab new jobs and diversified economic vitality.
- Exploring ways to attract and redevelop resource industries.
- Encouraging the development of existing businesses.
- Enhancing tourism to Kanab and outdoor recreation

Goal:
Seek positive economic development.

- Gather and maintain data on businesses looking to relocate.
- Assist local business retention / expansion.
- Increase programs to market and promote Kanab.

Chapter 4: Economics

opportunities.

- Maintaining and improving community image.
- Cooperating with state and regional agencies which can assist and bolster Kanab's economic development efforts.
- Preservation and expansion of the remaining resource-based economy.
- **Encourage community conversation in CEBA operations.**
- **Review how ordinances support economic development.**
- **Promote non-tourism related business for diversified economic development.**
- **Encourage a business friendly attitude – an inviting climate for new business.**



Kanab has an extensive array of commercial and residential services

Current Industries

As the recreational and commercial center of the region, Kanab has an extensive array of commercial and residential services such as Stampin-up and Best Friends Animal Sanctuary. Kanab is also the hub of several governmental operations. It is the seat of Kane County, home of the Kanab District Office of the Bureau of Land Management, Grand Staircase Escalante National

Monument, the Kane County Hospital and the Kane County School District offices.

Labor Force

The Kanab labor force was listed at **1,568** **2,256** in the **2000** **2010** US Census, which remains a good approximation for the current force. The Census listed the local unemployment rate at **2.5%** **4.3%**. In addition to immediately available labor, Kanab boasts a high quality of life to which many former residents are eager to return.

A unique characteristic of Kanab's labor force is the mix of service sector jobs with its skilled labor force. While Kanab does employ a large percentage of service sector jobs, the city also has a skilled labor force to fill higher wage jobs when they become available. To provide for future needs, the Kane County School District is expanding its facilities, with the addition of an ATC building to provide training in high-skilled, technical, mechanical and scientific areas.

Goal:

Attract positive business and industry.

- Encourage experiential retail (bookstores, crafts, restaurants).
- Encourage the development of entertainment business, i.e., cinemas, bowling, etc.
- Focus industrial attraction efforts on clean, light manufacturing and technology.
- Increase efforts in rebuilding resource based and extractive industries.

Chapter 4: Economics

4.3. ATTRACTING BUSINESS AND INDUSTRY



The General Plan public survey identified economic development pursuits that would lead to additional and higher paying jobs as a paramount concern in the community (see *Appendix A*, "Public Participation Results"). This means attracting high-tech businesses and light manufacturing industries to Kanab. Exploring ways to attract and redevelop resource industries, which once had a much stronger presence in the local economy, should be given renewed emphasis and efforts.

Encouraging programs to support and assist existing local businesses should remain a priority in local economic development pursuits. Combining efforts with the Kanab Chamber of Commerce and Kane County and other

significant agencies, the City should establish goals and programs towards these objectives.

Kanab has undertaken an effort with The Economic Development Corporation of Utah. EDCU is a not-for-profit organization with more than 200 public and private partners that has been tasked by Governor Huntsman with representing Utah in efforts to recruit new firms to the state. Kanab will be developing sUre siTe information which will help EDCU with an understanding of Kanab's resources and desires that best represent the community's interests to potential clients.

The public survey also identified several unmet commercial and retail demands and community needs, including the following types of businesses:

- More retail establishments
- More service oriented business
- Restaurants
- Clothing stores
- Bowling
- Movie theaters / entertainment

Economic development efforts should be carefully considered and targeted. Preferred industries that should be attracted include clean, light manufacturing, technology, and extractive industries (lumber, coal, etc).

4.4. DOWNTOWN REVITALIZATION

The revitalization of the community's downtown is considered to be a priority economic objective of the City. Downtown Kanab is currently a functioning and valuable economic area, although it is recognized as needing continued support and improvement.

Recognizing the importance for a vital and effective downtown, revitalization efforts through redevelopment and other programs are being shaped by the City and the business community. Several concepts have been suggested through the Plan update public involvement process

Goal:

Continue the economic revitalization of downtown.

- Work closely with the Chamber of Commerce.
- Explore opportunities to establish a business assistance program.
- Continue streetscape improvements and historic preservation.
- Create a community development area.

Chapter 4: Economics

which can serve to make downtown Kanab more viable. They include:

- Historic preservation
- Streetscape improvements
- Downtown redevelopment
- The attraction of retail / commercial
- Focus support of local businesses
- Efforts to fill vacant commercial spaces
- Special events held in the downtown area

Special Events

Organizing and promoting downtown business activity can be accomplished in many ways, including holding special events such as farmers markets, art festivals and other street fairs. Additionally, options for additional winter and Christmas events and town decorations should be explored. Special events can be effective in drawing more attention to downtown businesses.

A special events committee to explore potential new event opportunities should be established.

4.5. TOURISM

Kanab has long been known as a center for visiting the many natural scenic wonders in the region, and tourism plays a strong role in the local economy. Tourists are drawn to Kanab on a regular basis due to its proximity to several National and State parks, including:

- Grand Canyon National Park
- Lake Powell
- Zion National Park
- Cedar Breaks National Monument
- Bryce Canyon National Park
- Capitol Reef National Park
- Pipe Spring National Monument
- Coral Pink Sand Dunes State Park
- Kodachrome Basin State Park
- Paria Wilderness Area
- Grand Staircase Escalante National Monument

Kanab has long been known as a center for visiting the many natural scenic wonders in the region.

**Goal:**

Support and promote community events.

- Foster success of the Western Legends Round Up and other events.
- Create an events committee to explore potential new events.
- Provide funding to assist development of new events.

Chapter 4: Economics

As other areas of economic development are developed, a continued emphasis on enhancing the tourism industry should remain a City priority. Working in association with the Kane County and regional agencies, the City can actively assist the promotion of tourism. To do this effectively, marketing strategies need to be defined, and the necessary resources need to be dedicated. Efforts should be increased towards promoting Kanab, with its plethora of special events and nearby recreation opportunities, as a destination for travelers and outdoor sports enthusiasts.



Travelers will look to Kanab as a nice, fun destination and possible future home rather than a place they pass through.

Unique characteristics of the community and the surrounding areas should continue to be emphasized. Increased emphasis should be placed on promoting and building upon the western heritage. The Western Legends Roundup, along with other community events, has been a significant tourism event for the community and should continue to increase in importance and community support through the years.

Additionally, efforts should be focused on on tourism amenities and services that are long term / permanent, as well as exploring methods to increase senior-related tourism.

4.6. COMMUNITY IMAGE *(Redundant - Move this to the Chapter 3 Section on Beautification? Or just remove it?)*

A good community image can have positive long-term economic benefits for the city. Promotion should focus on the community as a great place to live, work and play, which offers opportunities and services in all areas of life. Strong quality of life factors existing in Kanab should be emphasized, such as a clean, safe and beautiful environment, a family-friendly and caring community, the availability of outdoor recreation adventures, proximity to National and State Parks, excellent special events, and quality living.

Beautification efforts along Highway 89 in the downtown area, at community entryways and throughout the community, as described in Chapter 3, will have significant impact on improving the community image. New residents, including both work force and retirement-aged people will be attracted to looking at making Kanab their home. More travelers will look to Kanab as a nice, fun destination and possible future home rather than a place they pass through. More companies will look to Kanab as an attractive community in which to do business.

Goal:

Increase travel and tourism to Kanab City area.

- Promote Kanab as a destination through increased marketing.
- Create and develop key anchors for a 12-month season.
- Coordinate and collaborate tourism marketing with tourism agencies.
- Foster additional tourism opportunities and businesses that emphasize Kanab as a destination.

Chapter 4: Economics

4.6. **EDUCATIONAL PROGRAMS**

It is an objective of Kanab City to assist in the establishment and promotion of educational programs that will improve future economic opportunities for the residents of the community. Efforts to this end include:

- Promote higher education programs through institutions such as SUU and Dixie State College and other regional institutions.
- Explore methods of Kanab High School and regional institutions providing training and skills development for Kanab students to meet the needs for job opportunities.
- Collaborate with institutions such as the Grand Staircase – Escalante National Monument, BLM and Forest Service to develop educational / science programs.
- Collaborate with private corporations and organizations to develop educational programs.
- Collaborate with outside educational institutions that specialize in programs that will leverage our assets we have in this region, i.e. Film Making, History, Sciences, Arts, Recreation, Wellness, etc.
(Is this a current objective?)

Goal:

Assist in the establishment of educational programs.

- Promote higher education programs through regional institutions.
- Work with Kanab High School and regional institutions to provide training for students to meet the needs for job opportunities.
- Collaborate with institutions such as the Grand Staircase – Escalante National Monument, BLM and Forest Service to develop educational / science programs.
- Collaborate with private corporations and organizations to develop educational programs.

Chapter 4: Economics

ECONOMIC GOALS			
Goals	Strategies	Actions	
1. Seek positive economic development.	A. Increase efforts in re-building resource-based industries.	i. Gain support through local and state government. (Move to #2)	
	A. Gather and maintain data on businesses looking to relocate.	i. Participate in the Sure-Site Program.	
	B. Assist current local businesses in retention and expansion.		i. Make business retention a priority by making regular visits to Kanab City businesses.
			ii. Provide Customer Service training once per year.
			iii. Encourage experiential retail (bookstores, crafts, restaurants).
			iii. Explore SBDC and the Dixie Business Alliance review programs.
	C. Increase programs to market and promote Kanab economically.		iv. Explore services of the Rocky Mountain Institute.
			i. <u>Include attraction of entrepreneurs, wellness industry, recreation industry, aged healthcare services, and government agencies.</u>
			ii. Wellness Industry.
			iii. Recreation Industry.
iv. Aged Healthcare Services.			
v. Government Agencies.			
	ii. Begin to inventory assets, business inventory, exports, and the workforce.		
	iii. <u>Cooperate with and encourage community conversation in CEBA operations.</u>		

Chapter 4: Economics

ECONOMIC GOALS		
Goals	Strategies	Actions
		<p>iv. <u>Review how ordinances support economic development.</u></p> <p>v. <u>Promote non-tourism related business for diversified economic development.</u></p> <p>vi. <u>Encourage a business friendly attitude – an inviting climate for new business.</u></p>
2. <u>Attract positive business and industry.</u>	A. <u>Focus economic development efforts on attracting specific business types.</u>	i. <u>Encourage experiential retail (bookstores, crafts, restaurants).</u>
		ii. <u>Encourage the development of entertainment business, i.e., cinemas, bowling, etc.</u>
		iii. <u>Focus industrial attraction efforts on clean, light manufacturing and technology.</u>
		iv. <u>Increase efforts in re-building resource based and extractive industries in the area.</u>
3. <u>Establish an active program to Continue the economic revitalization of downtown.</u>	A. Work closely with the Kanab Chamber of Commerce.	i. Continue to be a member of the Kanab Chamber of Commerce.
	B. Explore opportunities to establish a business assistance program.	i. Work with State agencies to foster program assistance.
		ii. <u>Encourage the development of through streets, ensuring the even distribution of traffic. (Move to Chapter 5)</u> <u>Focus efforts on filling vacant commercial spaces.</u>
	C. Continue efforts towards streetscape improvements and historic preservation.	i. Adopt the three tier overlay zones for the commercial districts.

Chapter 4: Economics

ECONOMIC GOALS		
Goals	Strategies	Actions
	<p>D. Explore options for providing additional / improved parking in downtown business areas (see Chapter 3, Goal # 6). (redundant)</p> <p>D. Create a community development area.</p>	<p>i. Identify potential parking locations in the commercial districts.</p> <p>i. Create a "community development area" for the downtown historic district. Put the mechanics in place to allow Kanab City to capture the tax increment from projects happening in the downtown so that funds can be applied to the proposed public projects.</p>
4. Continue support for and promotion of community events.	A. Foster continued success of the Western Legends Round Up and other events.	i. Provide seed money to help with expenses.
	B. Create an events ad-hoc committee to explore potential new event opportunities.	<p>i. Parks and Recreation Committee to establish an ad-hoc events committee.</p> <p>ii. Explore possible new winter and Christmas events, with additional town decorations.</p>
	C. Provide funding to assist in the development of new community events.	i. Approve seed money to fund new events hosted in Kanab City.
5. Increase travel and tourism to Kanab City area.	A. Promote Kanab as a destination through increased marketing efforts.	i. Meet with regional travel agencies on a regular basis.
		ii. Develop and define tourism marketing strategies in which Kanab City can participate.
		iii. Dedicate as much as possible the necessary resources, financial and otherwise, to meet the objectives of the tourism marketing strategies.

Chapter 4: Economics

ECONOMIC GOALS

Goals	Strategies	Actions
<p>5. (cont.) Increase travel and tourism to Kanab City area.</p>		<p>iv. Prepare marketing strategies which promote regional outdoor recreation.</p>
	<p>v. Establish, sponsor and promote additional regional attractive special events.</p>	
	<p>vi. Establish, sponsor and promote additional athletic events and tournaments.</p>	
	<p>vii. Promote the new baseball fields for tournaments, including state, region, county and tri-county.</p>	
	<p>viii. Promote the new golf course – with “Stay and Play” packages.</p>	
	<p>B. Create and develop key anchors for a 12-month season.</p>	<p>i. Enhance the mind-set for businesses.</p>
	<p>ii. Work with the Department of Workforce Services and the Kanab Chamber of Commerce to develop a workforce that can switch between seasons for employment.</p>	
	<p>C. Coordinate and collaborate tourism marketing efforts with tourism agencies.</p>	<p>i. Work closely with regional tourism agencies.</p>
	<p>D. Foster the development of additional tourism opportunities and businesses that will emphasize Kanab as a destination.</p>	<p>i. Promote the history of filmmaking. Work with the University of Central Florida. <i>(Is this still current?)</i></p>
		<p>ii. Focus on tourism amenities and services that are long term, permanent.</p>
		<p>iii. Explore methods to increase senior-related tourism.</p>

Chapter 4: Economics

ECONOMIC GOALS		
Goals	Strategies	Actions
<p>6. Encourage Assist in the establishment of educational programs.</p>	<p>A. Promote establishment of higher education programs through institutions such as SUU and Dixie State College and other regional institutions.</p>	<p>i. Collaborate with the education establishments and support their efforts in fund-raising and partner buy-in for a new Education Center.</p>
	<p>B. Meet with and work with Kanab High School and regional institutions to explore methods of providing training and skills development for Kanab students to meet the needs for job opportunities.</p>	<p>i. Explore job opportunities that support our local assists.</p>
	<p>C. Collaborate with institutions such as the Grand Staircase – Escalante National Monument, BLM and Forest Service to develop educational / science programs.</p>	<p>i. Meet with local key stakeholders to discuss the VISION and PLAN.</p>
	<p>D. Collaborate with private corporations and organizations to develop educational programs.</p>	<p>i. Meet with local key stakeholders to discuss the VISION and PLAN.</p>
	<p>E. Collaborate with outside educational institutions that specialize in programs that will leverage our assists we have in this region, i.e. Film Making, History, Sciences, Arts, Recreation, Wellness, etc. (Is this current ?)</p>	<p>i. Meet with the University of Central Florida.</p>
		<p>ii. Support the Footsteps of Historic Filmmaking Byways project.</p>
		<p>iii. Assess scientific and technical institutions.</p>
<p>iv. Curator / facilities.</p>		
	<p>v. Cultural and natural resource programs.</p>	