

Investing in EDCUtah

A public-private partnership for a prosperous and resilient Utah





EDC Utah

ECONOMIC
DEVELOPMENT
CORPORATION
OF UTAH

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Dear Business and Community Leaders,

Since 1987, EDCUtah has served as the flagship nonprofit public-private partnership catalyzing economic development in Utah.

This long-standing statewide effort to attract and grow competitive, high-value companies, and to spur the expansion of successful Utah businesses, has helped Utah become and remain one of the most desirable business destinations in the country.

Your investment in EDCUtah ensures that Utah has an experienced, professional team driving strategic economic opportunities and capital investment into our state. We carry the banner for new business investment into Utah, while supporting communities to prepare themselves for it through targeted research, site preparation, proactive marketing and targeted professional development.

Additionally, companies and communities who invest in EDCUtah enjoy tailored networking events, unique insights into economic trends and project opportunities, and access to private educational content throughout the year.

We look forward to welcoming you to “Team Utah,” and value your commitment to investing in a prosperous and resilient economy for generations of aspiring Utahns.

Scott Cuthbertson
CEO EDCUtah

The Return on Your Investment

Investment at every level provides invaluable support to our team and mission. We measure the return on your investment by the number of announced projects, jobs created, real estate absorbed, and capital invested in facilities and equipment. The figures shown here are derived from an economic impact model and represent the impact that your FY 23 investment had on the growth of Utah's economy.

For every \$1 you invest in EDCUtah, our project wins generate an estimated:



Numbers shown above are the average annual ROI of \$1 over three years.

SOURCES: Project win data from FY 20 to FY 22, EDCUtah revenue data from the same timeframe, Implan Economic Impact multipliers.

*New Sales Revenue is a measure of the total revenue of the business. This includes total GDP plus any other intermediary inputs.

*New Employee Compensation is wages--including salaries and benefits.

FY 23 by the Numbers



Project Wins

These projects resulted in a final decision to relocate in Utah. Fifty percent of FY 2023's project wins were Utah companies who decided to expand or relocate within Utah rather than choose an out-of-state site.



New Projects

This is the total number of projects that entered EDCUtah's pipeline in FY 2023, defined as an interested company able to provide three of the following: number of jobs, capital investment, square footage, project timeline, and budget approval.



Square Footage

The aggregate total of real estate footprint of project wins-how much physical space these newly-relocated or newly-expanded companies will ultimately absorb.



New or Retained Jobs

The number of jobs that companies have committed to create-4,387-or retain-765-over the life of their projects. This is perhaps EDCUtah's most important KPI because of what it represents: opportunities for Utah job seekers.



Capital Investment

Often referred to as "capex," capital investment quantifies the total amount of money that relocating or expanding companies have committed to investing in Utah real estate and equipment over the life of their projects. EDCUtah's FY 2023 capex forecast was \$1.2 billion. A major announcement from Texas Instruments in February 2023 added \$11 billion to our annual metrics, more than eight times the fiscal year forecast.

Private Investment

	AMBAS- SADORS \$3,750	BUILDERS CIRCLE \$10,000	FOUND- ERS & CHAM- PIONS \$25,000+
LEADERSHIP			
Seat on EDCUtah's Board of Advisors		+	+
Eligibility to be appointed to EDCUtah's Board of Trustees		+	+
Eligibility to serve on EDCUtah Board Committees		+	+
Seat on EDCUtah's Board of Trustees			+
Board Chairmanship (rotated through Founding investors)			+
MARKETING			
Link on EDCUtah's website	+	+	+
Logo link on EDCUtah's website		+	+
Approved use of EDCUtah's logo	+	+	+
Eligibility to co-brand EDCUtah assets		+	+
Eligibility for EDCUtah tradeshow delegations (limited space)		+	+
Logo link on EDCUtah's homepage			+
Top tier sponsorship at Golf for Grants tournament and annual meeting			+
Logo in New Project Welcome Packet		+	+
INSIGHTS ON COMPANIES MOVING TO UTAH			
Prosperity Post newsletter featuring executive insights on current economic development trends	+	+	+
Monthly Project Update Reports (PUR) via email	+	+	+
Exclusive access to RFI email distribution for new projects considering Utah expansions	+	+	+
Real time announcements for project wins	+	+	+
NETWORKING OPPORTUNITIES			
Holiday Open House (December)	+	+	+
Golf for Grants Tournament (June)	+	+	+
Quarterly Community Spotlights to network with municipal leaders and learn about development opportunities in their communities.		+	+
Builders Briefing with EDCUtah staff. Present your business offerings to our team, or invite us to present "Why Utah" to your team.		+	+
EXCLUSIVE EVENTS			
Quarterly Business Development Breakfasts : Our BD team provides live updates on key projects and KPIs.	+	+	+
Annual Meeting : Introduce incoming Board members, announce economic development awards, and report on EOY metrics.	+	+	+
Our Board of Advisors (BoA) meets quarterly to advise EDCUtah staff on key initiatives affecting economic development competitiveness.		+	+
Virtual DRC Trainings and Townhalls to keep you current on Utah's economic development landscape.	+	+	+

Public Investment—Development Ready Communities Program

		RETAIL	BASIC	AD- VANCED	BASIC + RETAIL	COM- PLETE PACKAGE	COUN- TIES	SMALL COM- MUNITY PACK- AGE*
1	Community Assessment		+	+	+	+	+	B
	Community Overview		+	+	+	+	+	B
	Workforce Analysis		+	+	+	+	+	B
	Community Asset Analysis		+	+	+	+	+	B
	Retail Assessment	+			+	+		R
	Retail Leakage Report	+			+	+		R
	Consumer Profiles	+			+	+		R
	Consumer Segmentation Guide	+			+	+		R
	Community Business Survey			+		+		
	Custom Research Opportunities			+		+		
	Cost Data		+	+	+	+	+	
	Community Business Lists			+		+		
	Industry Snapshot		+	+	+	+	+	
	Occupation Snapshot		+	+	+	+	+	
	Education Data		+	+	+	+	+	
	Industry-specific Assessment			+		+		
2	Development Ready Plan	+	+	+	+	+	+	B/R
3	EDC Utah Website Promotion	+	+	+	+	+	+	B/R
	Community Profile		+	+	+	+	+	B
	Industry-specific Community Profiles			+		+		
	Retail Profile	+			+	+		R
	Co-Branded Collateral			+		+		
4	Site Selection Training		+	+	+	+	+	B
	Incentives Training		+	+	+	+	+	B
	RFI Training		+	+	+	+	+	B
	ICSC Trade Show Training	+			+	+		R
5	Business Development Breakfasts	+	+	+	+	+	+	B/R
	County Luncheons	+	+	+	+	+	+	B/R
	Project Update Report	+	+	+	+	+	+	B/R
	ICSC Trade Show	+			+	+		R
	Retailer Database	+			+	+		R
	Match Grants Program	+	+	+	+	+	+	B/R
	Utah Certified Sites Program	+	+	+	+	+	+	B/R
	Other EDC Utah Meetings and Events	+	+	+	+	+	+	B/R
Cost Per Resident		\$0.15	\$0.28	\$0.33	\$0.33	\$0.38	\$0.10	\$1,000

Key: 1 = Community Assessment, 2 = Planning, 3 = Community Marketing, 4 = Training and Preparation, 5 = EDC Utah Integration and Support. The Small Community Package is for communities <5,000 residents and is a \$1,000 flat fee. If you select a retail focus, you will receive products marked with R. If you select a corporate recruitment focus, you will receive products marked with B. Community population is determined using the most recent Census 5-year ACS estimate.

Maximize Your Investment Today



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