



County Economic Opportunity Board

November 21, 2024

3:30 p.m.

47 S Main St, Council Chambers, Room 308

1. Welcome & Roll Call

2. Meeting Minutes

A. Minutes from the August 15, 2024 Meeting

Attachments

1. August 15, 2024 CEO Board Meeting Minutes.pdf

3. Better City Economic Development Report

A. Stakeholder Interview Guide Discussion, Ryan Englund

It seems a good time to refresh our understanding of how to expand economic development in Tooele County. Better City proposes to update insights through a three-phased approach:

1. In-person interviews, as schedules permit, with County leaders: County Commission, County management, and Mayors.
2. Virtual interviews with a variety of stakeholders, a set of questions refined from the results of in-person interviews/.
3. An online survey of residents, a brief set of questions based on responses to the previous interviews.

Attachments

1. Stakeholder Interview Guide - Nov 2024.pdf

4. Grants

A. Small Business Grant Application , Stephanie Eastburn

Review, discussion and motion

Attachments

1. Application - Small Business Grant_2024_R1.pdf

B. Small Business Grant Survey

Discussion about surveying the small businesses that received grant funding to evaluate the program's impact and gather ideas on how we could improve it going forward.

Attachments

1. Grant Report Template.pdf

5. Adjournment



County Economic Opportunity Board

August 15, 2024

3:30 p.m.

<47 South Main, Council Chambers (3rd floor)>

1. Welcome & Roll Call

Chair Tyson Hamilton called the meeting to order at 3:36 pm. Mayor Winn, John Perez, Tyson Hamilton, Vicki Giesler (online), Stephanie Bothell. Mayor Critchlow joined later (3:46 pm, online) Craig Smith joined later (3:47 pm).

Also in attendance were Ryan Englund, Better City (online); Rachelle Custer, Tooele County Community Development Director, and Stephanie Eastburn, Tooele County Community Development.

2. Grants

A. 2025 Rural County Grant Part A Budget Recommendation, Ryan Englund

Discussion and recommendation on a budget summary to be included in the grant application.

Proposed budget:

1. Economic Development Professional \$65,000 (increased fee due to inflation)
2. Small business development and expansion sub-grants \$50,000
3. Wendover airport water line engineering \$50,000
4. Small Business Development Center \$15,000
5. Administration \$20,000

Ryan summarized how the grant funding was previously disbursed and recommended changes for this year's funding.

There was discussion regarding the amount allotted for the Small Business Development and Expansion grant. Mayor Winn asked about changing the amount for those depending on how many jobs were created, and getting input from the small business owners. Rachelle Custer stated when we initially started this program, we said we'd try it for 3 to 5 years. This will be the third year. Mayor Winn stated I'd love to see the feedback from the business owners and whether they're still in business. Rachelle stated we can share the results and survey the recipients. There was discussion regarding how the portion designated to small business grants could be spent. Ryan Englund stated we have to report to the state and the reports for the small business grants could be shared with the board.

Ryan stated we have to be specific on the application with what we're going to use it for. Rachelle asked if we could change the application budget to be for business retention and expansion. Ryan stated we could, and put the small business grants as an example. I'll word it that way.

John Perez, Tooele City Economic Development Director, suggested \$8,000 for a year subscription to an artificial intelligence program called Alpha Maps into the budget as well. John stated that it uses pings cell phones and is helpful to secure developers. Mayor Winn stated it would be beneficial to all the entities within the county.

Craig Smith made a motion to recommend the budget below to the County Council:

1. Economic Development Professional: \$65,000
2. Business retention and expansion: \$42,000

3. Wendover Airport water line engineering: \$45,000
 4. Small Business Development Center: \$20,000
 5. Administration \$20,000
 6. Artificial Intelligence Software: \$8,000
- Motion 2nd by Stephanie Bothell. All in favor. The motion passed unanimously.

B. Small Business Development and Expansion Grants

Discussion and motion regarding the unspent funds from the Small Business Development grant.

Agenda Attachments

1. Small Business Grant- Reimbursed-Remaining.pdf

Mayor Winn made a motion to extend the deadline for the reimbursement submissions for the Small Business Development and Expansion Grants to 12/31/2024, and if the money isn't spent it will roll into next year's business retention and expansion. 2nd by Craig Smith. All in favor.

C. 2025 Rural County Part B Grant (Competitive), Ryan England

Proposed: the Midvalley Logistics Center is looking to start all the horizontal improvements on the site and to prepare the site for development. This cost will be above \$2,000,000. Recommendation: apply for \$600,000. The developer's costs in excess of \$600,000 will count as the County's match.

Ryan stated Midvalley Logistic Center has a \$2 million project and they would love \$600,000. It's a competitive grant, so we'd have to prove that it's a good idea. We spent there and at Tooele City's business park. Would we want to give it all to Midvalley? Rachelle stated we need to make sure the grant recipient can provide the match. This board does not have the budget to provide the required match.

Rachelle asked John to contact Midvalley and work through the logistics with them when we find out about the grant award, and tell them they have to apply to be a Sure Site. That was a requirement last time and they still haven't done it.

Motion to give 100% to Midvalley Logistic Center (Ascilia Investments, formerly Gardner-Batt) by Stephanie Bothell. 2nd by Craig Smith. All in favor. The motion passed unanimously.

Motion to approve meeting minutes by Mayor Winn. 2nd by Craig Smith. Tyson Hamilton abstained. The motion passed.

3. Meeting Minutes

A. Approval of Minutes from the May 16, 2024 Meeting

Agenda Attachments

1. May 16, 2024 CEO Board Meeting Minutes_Draft.pdf

Motion to approve meeting minutes by Mayor Winn. 2nd by Craig Smith. Tyson Hamilton abstained. The motion passed.

4. Adjournment

Motion to adjourn by Craig Smith.
Time of adjournment 4:18 pm.



Interview Guide

Projects for Tooele County's Continuing Economic Development

We seek your opinions as a stakeholder to identify economic development priorities and to ensure a comprehensive understanding of Tooele County's needs and goals.

General Goals and Vision

1. What are the County's three main strengths regarding economic development?
2. What keeps you up at night as you think about the County's future?
3. How do you envision the County changing over the next 5 to 10 years?
4. What are your long-term goals for economic development in the County?

Needs and Priorities

5. What types of industries or sectors do you think the county should focus on?
6. What are the most urgent needs in the county that could be addressed by economic development?
7. What infrastructure or services would make the county more attractive to residents, businesses, and visitors?
8. What emerging trends or opportunities should we capitalize on?
9. What potential risks or challenges do you foresee as we continue to grow?

Funding and Investment

10. What are your thoughts on using county resources, such as land and funds, to support economic development projects?
11. How do you feel about incentives, such as tax breaks or grants, to attract businesses?
12. What else would you like us to know?



Small Business Development and Expansion Grant Application

Tooele-County-based companies with 1-10 employees are invited to submit applications for The Small Business Development and Expansion Grant for an amount up to \$5,000 each. The grant funds can be used for costs associated with hiring additional employees or business development. Eligible expenses include:

- Marketing/Advertising
- Updating Signage
- Purchasing Equipment, Inventory, or Supplies
- Building Expansion Costs

Applications for new startup businesses will be accepted, but the total amount for startups will be limited to 50% of awards granted. Each grantee is required to report ongoing results every six months by means of a simple spreadsheet. If no report is made, the funds must be returned. The CEO Board will thoroughly scrutinize applications and will recommend awards to the County Council.

Applications must be submitted online. **Deadline to Submit: January 3rd, 2025 at 5:00 PM.**

Proposal title: _____
Organization name: _____
Organization address: _____
Street, City, State & Zip _____

Organization phone number: _____
Organization website (optional): _____
Physical address of project (if different): _____

Primary Contact	Secondary Contact (optional)
Name:	Name:
Phone:	Phone:
Email:	Email:

Description of your business and activities

(Please provide a one-page business plan including the following metrics:

- Current Sales \$/month and projected Sales \$/month a year from now
- The number of current jobs and the projected number of jobs a year from now
- The number of customers – current and the projected number a year from now
- The amount of your own funds you expect to contribute to this project

It is recommended that you contact Jess Clifford, Director of the Small Business Development Center (SBDC) at Tooele Technical College for a template and assistance with creating a business plan. jclifford@tooeletech.edu or 435-248-1892.

Project Description**Sales/Employee Information**

1. How many full & part-time employees do you have and the average pay?

2. Average sales per month:

Explain how this project helps within Tooele County to:

1. Add good-paying jobs:

2. Increase household incomes:

Spending plan

Total projected cost of the project:

Grant Amount Requested:

The amount of your own funds you also plan to contribute to this project

Outline how funds will be utilized (be specific):

Outline the organization oversight of your project. Who will manage the project? What controls exist to monitor the use of awarded funds?

Additional Documentation

Upload any supporting documents you wish to include with your submission. Submit your application and supporting documents to Stephanie Eastburn at: stephanie.eastburn@tooeleco.gov

If you have any questions regarding the application or the submission, please feel free to contact us at: 435-843-3160 or email stephanie.eastburn@tooeleco.gov.

What happens now?

Once you submit your application, it will generally follow this process:

1. Applications are discussed by the Community Economic Development Board.
2. The Board presents recommendations to the County Council in a Work Meeting.
3. The County Council formally approves grant awards in a Business Meeting.
4. Applicants are notified of official grant status, amounts, and restrictions.
5. Recipient submits receipts for expenses, which will be reviewed to confirm their eligibility.
6. Once verified, reimbursement will be made accordingly.
7. Every six months, applicants submit reports of results. A spreadsheet will be provided.

Proposal Evaluation Criteria

The criteria to be used to evaluate proposals are as follows:

Criterion: (based on your proposed project)	Possible Points
1: The estimated number of new jobs that you expect to add	50
2. Your projected percentage increase in sales dollars	20
3. The amount of your own funds you also plan to contribute to this project	30
Total Points Possible:	100

Please submit a current business license with your application.



Small Business Development and Expansion Grant Report of Results

Proposal Title			
Year the grant was received			
Person submitting the report			
Organization Name			
Organization Address			
Organization Phone Number			
Amount of grant funds received			
Amount you spent			
Total Project costs			
Sales per month	Sales \$/mo	% Increase in sales \$/mo	
Before the grant			Average sales per month before you received the grant
After the grant			Average sales per month one year after receipt for your gant
Jobs	Number of Jobs	# of New jobs	
Before the grant			Number of jobs before you received the grant
After the grant			Average number of jobs one year after receipt of your grant
Customers	Number of Customers	# of new Customers	
Current			Number of customers before you received the grant
Before the grant			Number of customers one year after you received the grant