



County Economic Opportunity Board

February 20, 2025

Council Chambers

3:30 p.m.

1. Welcome & Roll Call

2. Meeting Minutes

A. January 23, 2025 Meeting Minutes

Motion and vote

Attachments

1. [January 23, 2025 CEO Board Meeting Minutes_DRAFT.pdf](#)

3. Better City Economic Development Report

A. 2025 Edition of the Business Resources Guide, Ryan Englund

Attachments

1. [Business Resources - Tooele County v3.0.pdf](#)

B. Better City's 2024 Economic Report and Dashboard Discussion

Continuing the discussion on the dashboard and handout provided by Better City.

Attachments

1. [Tooele County 2024 Economic Report.pdf](#)

4. Grants

A. Small Business Grant Application Review

Discussion and suggestions for the grant application.

Attachments

1. [Application - Small Business Grant_2024_R2.pdf](#)

5. Discussion Items

A. Lunch and Learn Event Discussion, Brittany Lopez

Discussion of potentially hosting a *Lunch and Learn* event in collaboration with LSI and the Chamber.

6. Adjournment



County Economic Opportunity Board

January 23, 2025

3:30 p.m.

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

DRAFT MINUTES

1. Welcome & Roll Call

Roll Call was taken showing the following: Tyson Hamilton, Another Man's Treasures, and Director of Tooele Downtown Alliance; Stephanie Bagwell, Tooele County Association of Realtors; Jill McIntyre, Tooele County Tourism Director through the Chamber of Commerce; Ryan Englund, Better City; John Perez, Tooele City Economic Development Director; Vicki Giesler, Department of Workforce Services; Brittany Lopez, Tooele County Assistant Manager; Craig Smith, Erda City Council; Heidi Hammond, Grantsville City Council.

2. Elect 2025 Chair & Vice Chair

Motion by Brittany Lopez for Craig Smith to be Chairman. 2nd by Stephanie Bagwell. Motion by Craig Smith for Brittany Lopez to be Vice Chair. 2nd by Stephanie Bagwell. All in favor.

3. Set 2025 Meeting Dates, Times, and Place

A. Set 2025 Meeting Dates, Times, and Place

MOTION AND VOTE

Agenda Attachments

1. County Economic Opportunity Advisory Board Proposed Meeting Dates for 2025.pdf

Motion to accept the meeting dates as proposed, keeping the meeting on the third Thursday of every month at 3:30 pm in the County Council Chambers by Tyson Hamilton. 2nd by Brittany Lopez. All in favor.

4. Meeting Minutes

A. Minutes from the August 15, 2024 Meeting

MOTION AND VOTE

Agenda Attachments

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

Motion to approve the meeting minutes by Tyson Hamilton. 2nd by Craig Smith. Brittany Lopez abstained; all others were in favor.

5. Better City Economic Development Report

A. Online Survey Update, Ryan Englund

B. Year-end Economic Status Review, Ryan Englund

Ryan Englund summarized the report (attached).

There was discussion regarding the housing crisis and the high cost of rent, and the need to bring in higher paying jobs. Better City's key recommendations are: Invest in workforce development, enhance local job opportunities, improve infrastructure, address housing affordability, retain talent.

John Perez stated that in his survey of over 400 people, fifty percent of the respondents said infrastructure is top priority, which is frustrating because most of that is out of our control- it is up to UDOT.

Brittany Lopez stated that our focus this year is sports tourism, and tying in Economic Development and active transportation and trails. We have lost potential businesses in the past due to lack of nightlife. We would like to take this information and create a solid presentation to represent the county as a whole. There was discussion about EDCUtah and the confusion differentiating between the cities and the county and the types of businesses the Tooele area is trying to recruit to come in. John stated we always look for businesses that are low water users and that bring good paying jobs.

Ryan stated that we are trying to put out a picture of the whole valley. It's interesting though, because the Inland Port is really the only thing outside the city limits. John stated that marketing for it is difficult because companies don't want to put in infrastructure. There was discussion about the rail line at Lakeview Business Park, estimated to be done Summer of 2025. Ryan stated when the Midvalley Highway gets down here it will help a lot.

John stated we are now getting access to the software that shows where visitors are coming in from. For the hotel occupancy rates, it takes data from 4 of the same hotel chain.

6. Site Ready Tooele

A. Power Solutions for Economic Development Discussion, Rachelle Custer

Rachelle stated this is a project this board has worked on in the last few years. We applied for a grant to fund that but were not awarded any funding. Site Ready Tooele will need to be the local groups getting infrastructure to their business parks for right now. We'll continue to go after grants funding for that. Something that has come to fruition lately is that Rocky Mountain Power is not investing in the large infrastructure they were going to do this year. They've pushed it back a few years due to obligations in other states. Power is something we need to solve if we're going to bring in those high paying jobs. Brittany stated we had three councilmembers meet with Senator Curtis. He's big on helping Utah find power. They told him it was an issue we have. Senator Sandall is running a bill on energy at the session. We will be tracking this and make sure they know we're open to options and we'll report back.

7. Economic Development Plan Update

A. Tax Incentive Policy Discussion, Rachelle Custer

Rachelle stated the board picked a strategic item out of the Economic Development Plan to work on and the item is the tax incentive policy. We've met with John from the city, and they're going in a different direction than TIF. In a lot of the research that I've done, the Economic Development gurus are saying that if the first thing a business asks for is TIF, they're probably not the best suited. The longevity is not going to be great. Brittany said a good example of that is Purple. Rachelle said as we're looking at what to incentivize, this group has a lot of potential. The board was created as a necessity for the Rural County Grant funding, but we have the minds here to do so much more. I think this board needs to be a cohesive group of what we want Tooele County to be. If each entity wants their own policy that's fine, but I think this group needs to come up with a shell policy. Rachelle asked the group to think about what that would be to incentivize the higher paying jobs. When companies are looking to come here, that's one of the first things we look for.

8. Grants

Ryan stated there are 3 sources of grants. They are the Tourism Co-Op Grant, the Rural County Grant, and the Rural Communities Opportunity Grant which is up to \$600,000 with a 40% match. For that one, we had a great story but they had 30 million requests for a \$4 million pot, so we'll keep trying. Heidi Hammond stated that Grantsville City applied for that one and got it. It will be for Matthew's Lane, where Soelberg's is relocating. We are trying to get the infrastructure in to incentivize business to come to this new commercial location. Ryan stated it starts around June, so we need to start thinking about what project we want to apply for.

John stated I showed Brittany and Rachelle a generic letter or list of things based on economic impact that we could offer instead of TIF. Rachelle stated that when we do our budget for the next Rural County Grant funding let's think outside the box a little bit. Stephanie suggested having a scoring sheet for the

businesses that would, depending on the points earned, dictate which/how much incentive they could receive. Craig agreed and said the score would help take the emotion out of making the decision.

Rachelle stated that in 2024, we set aside and awarded \$65,000 for the small business grants. We only reimbursed \$45,282.19 so we have \$19,717.81 that we need to allocate somewhere. There was discussion on why some grant recipients were unable to spend their full award. Rachelle stated some of the feedback we received was that they can't afford the initial expenditure to be able to be reimbursed. Brittany asked if it has to be a reimbursement. Rachelle stated we've got to have receipts. There was discussion on how to help the businesses take advantage of the grant. Brittany suggested holding classes or making a short video to post on social media that answers some FAQs. Brittany asked about the application. Tyson said I think we should be more specific about what they can use the funding for.

9. Adjournment

Motion to adjourn by Tyson Hamilton.

DRAFT

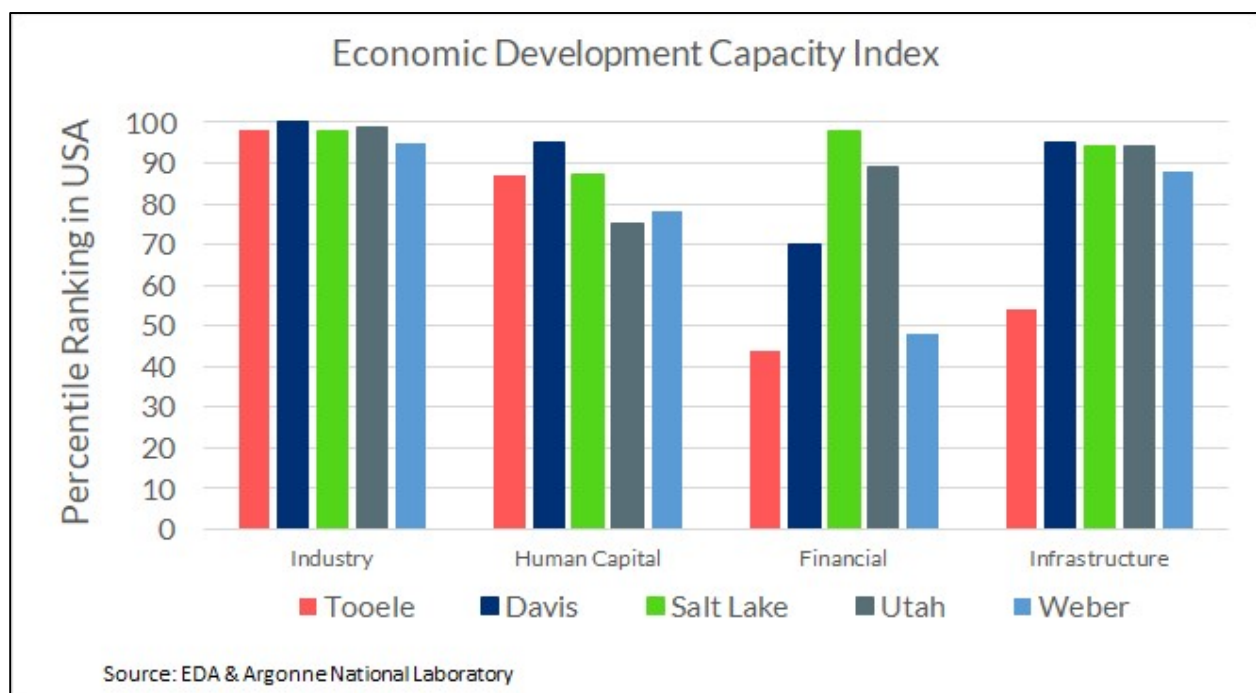
Tooele County 2024 Economic Report

[Here is the link to the dashboard](#)

Introduction

The U.S. Economic Development Agency (EDA) and Argonne National Laboratory have developed an Economic Development Capacity Index, which provides a comparative analysis of local economic development capacity across the United States. The Index evaluates 53 unique indicators, offering a comprehensive look into various facets of economic vitality, including industry performance, human capital, financial resources, and infrastructure.

Tooele County's performance on this index reveals both strengths and areas for improvement. The county excels in categories such as Industry and Human Capital but faces challenges in financial and infrastructure-related areas. These findings provide a valuable foundation for understanding the county's economic landscape and identifying focus areas for future development.



Key Strengths and Weaknesses

Strengths: Tooele County ranks in the highest percentiles in the following categories compared to other communities in the United States:

- **Establishment Entry Rate:** Reflecting a dynamic and growing business environment.
- **GINI Index:** Demonstrating relatively equitable income distribution.
- **SBA Third Party Loans Per Establishment:** Indicating strong access to business financing.

- **Favorable Employment Concentration (LQ Cluster Employment Above 1.0):** Highlighting industries with competitive advantages.
- **Mean County Internet Access Index Value:** Suggesting robust digital infrastructure.
- **Percent Home Ownership:** A testament to residential stability and investment.
- **35% of Household Income to Mortgage:** Showing relative affordability for homeowners.
- **Percent Inventive Class:** Signifying a workforce with creative and innovative capacities.
- **SBA Loans Per Establishment:** Further emphasizing financial support for local businesses.
- **35% of Household Income to Rent:** Demonstrating comparatively manageable rental costs.

Weaknesses: The county ranks lower in the following categories:

- **Libraries Per Capita:** Indicating limited access to community knowledge resources.
- **Economic Development Organizations Ratio:** Suggesting fewer initiatives driving local economic growth.
- **Local Government Employees Per Capita:** This possibly reflects constrained public service capacity.
- **Establishment Exit Rate:** Highlighting business sustainability challenges.
- **Workforce Training Establishment Ratio:** Indicating limited access to skills development programs.
- **SBIR Grants Per Capita:** Suggesting underutilization of federal research and innovation grants.
- **Healthcare Professionals Per Capita:** Reflecting potential gaps in healthcare access.
- **Percent High School Education and Above:** Highlighting opportunities to enhance educational attainment.

Compared to other communities in the U.S.,

Tooele County ranks in the highest percentiles in these categories:

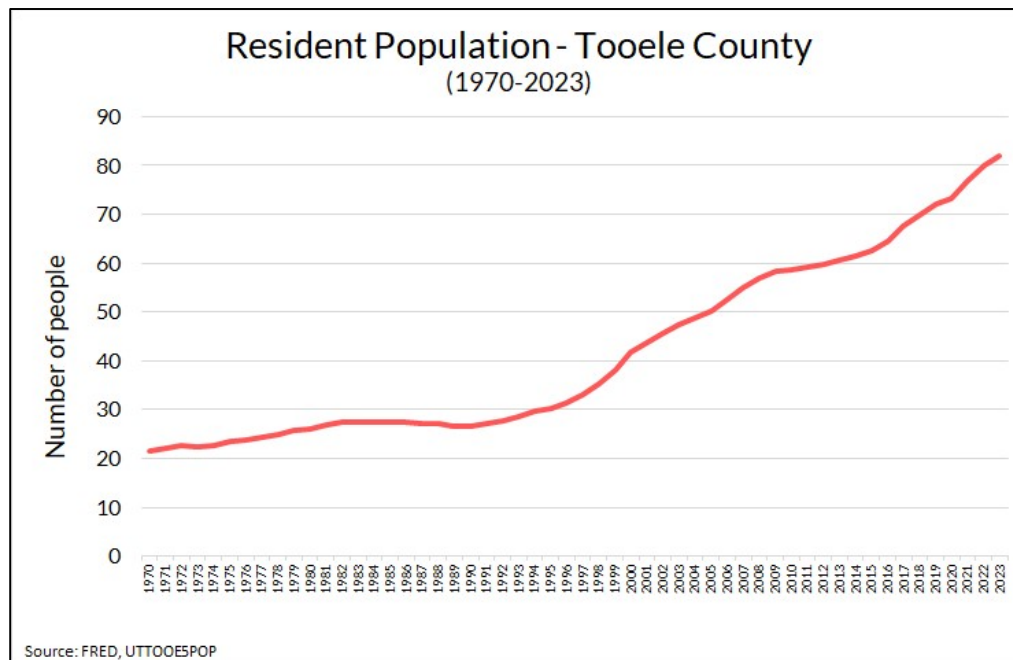
Measure	Percentile Ranking
Establishment Entry Rate	99%
GINI Index	97%
SBA Third-Party Loans Per Establishment	95%
Favorable Employment Concentration (LQ Cluster Employment Above 1.0)	94%
Mean County Internet Access Index Value	94%
Percent Home Ownership	91%
35% of Household Income to Mortgage	91%
Percent Inventive Class	90%
SBA Loans Per Establishment	89%
35% of Household Income to Rent	86%

Compared to other communities in the U.S., Tooele County ranks in lower percentiles in these categories:

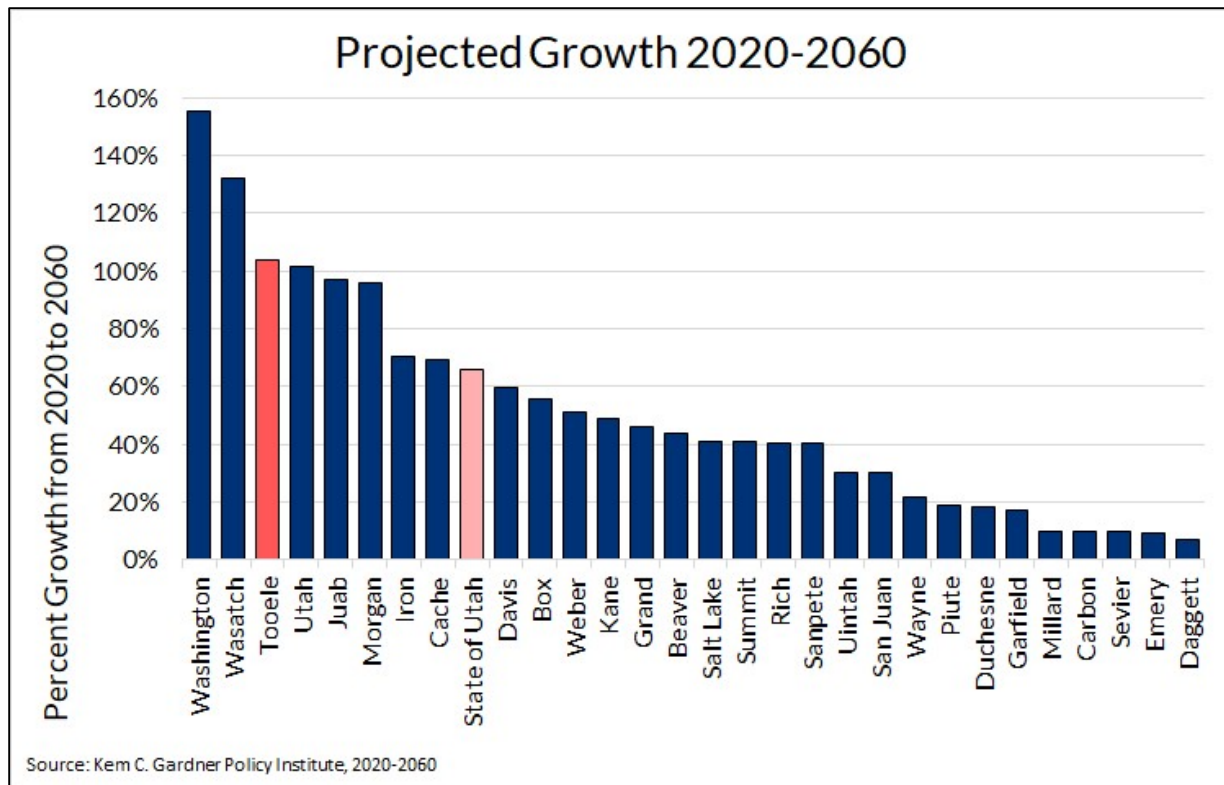
Measure	Percentile Ranking
Libraries Per Capita	37%
Economic Development Organizations Ratio	36%
Local Government Employees Per Capita	35%
Establishment Exit Rate	31%
Workforce Training Establishment Ratio	24%
SBIR Grants Per Capita	19%
Healthcare Professionals per capita	17%
Percent HS Education and Above	12%
Non-Profits Per Capita	12%
Mean Distance to Nearest Transit Stop	7%

Population Trends

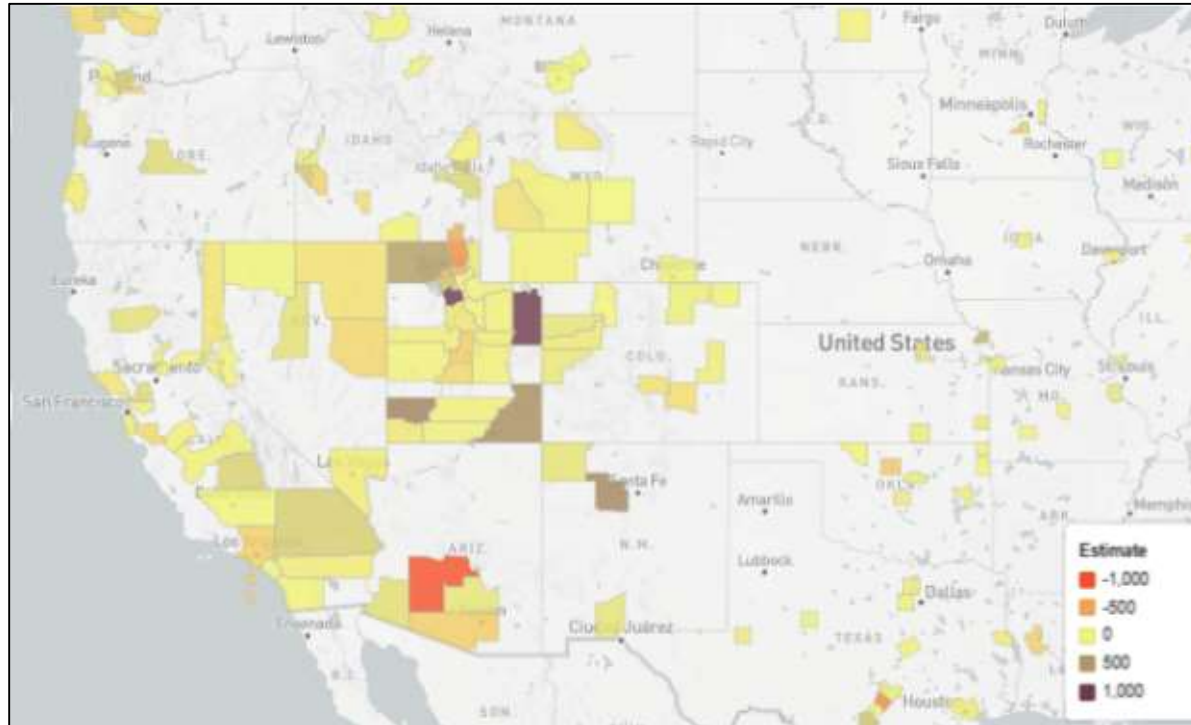
Growth and Demographics: Tooele County has experienced healthy and sustained population growth since 1970, mirroring trends across Utah, one of the fastest-growing states in the United States. The county continues to attract residents from across the western region, with the majority relocating from other parts of Utah. This influx is driven by factors such as affordability, quality of life, and proximity to metropolitan areas.



Utah is one of the fastest-growing States in the US, and Tooele County is one of the fastest-growing counties in Utah.

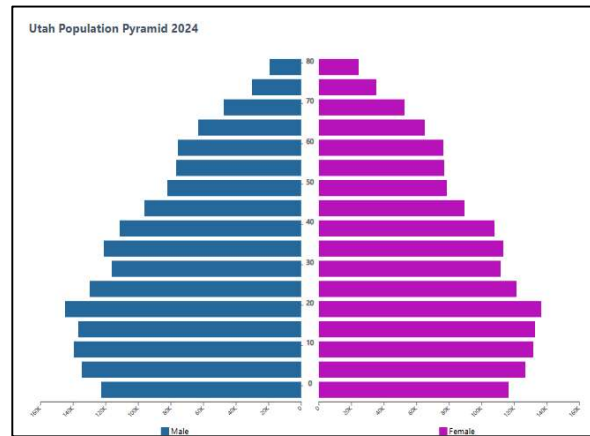
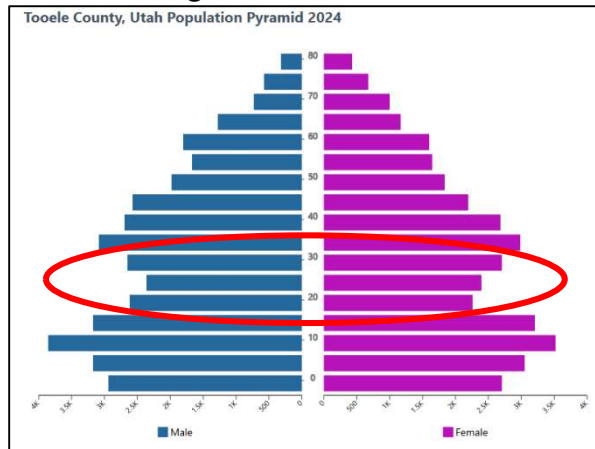
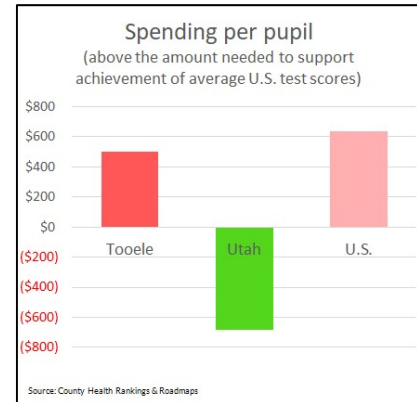


People are moving to Tooele County throughout the west, mostly from elsewhere in Utah.



Education and Retention: The county invests heavily in education, surpassing average per-student funding levels in Utah and the broader U.S. However, Tooele County faces a “brain drain” challenge, as many students leave after high school and do not return. Addressing this trend will require strategies to retain young talent, such as creating local career opportunities and enhancing amenities for younger demographics.

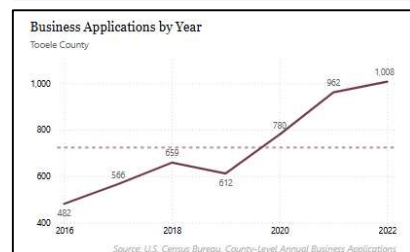
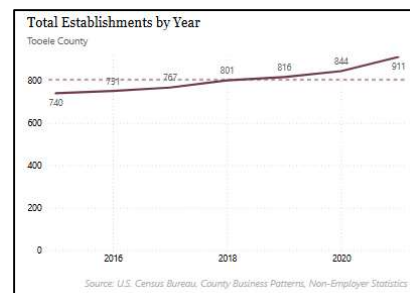
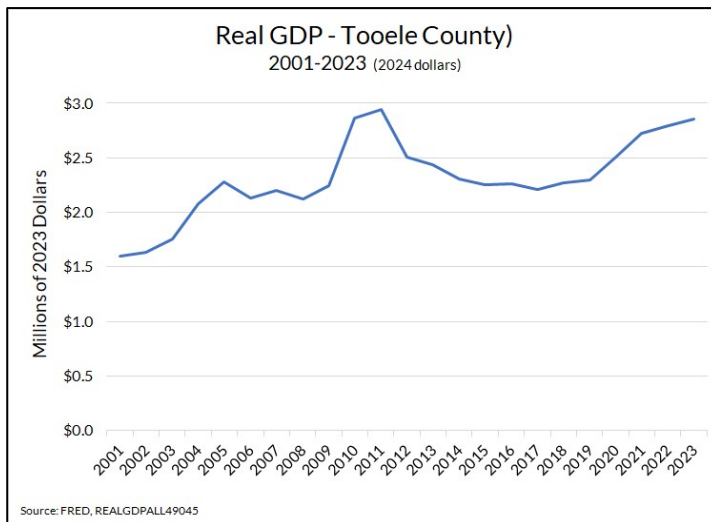
However, we are exporting our children. Many students leave after high school and don’t return home.



Economic Performance

Growth Overview: The economy of Tooele County has grown at an average rate of 2.7% annually since 2001, showcasing resilience and expansion.

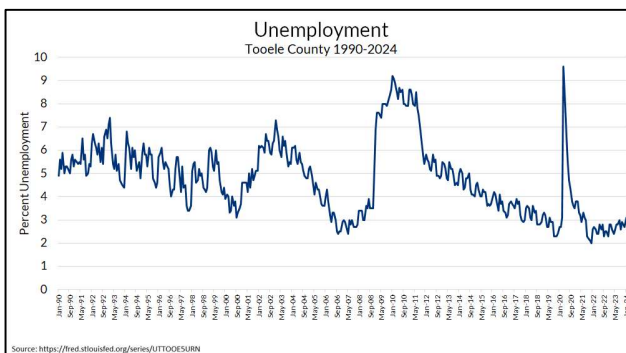
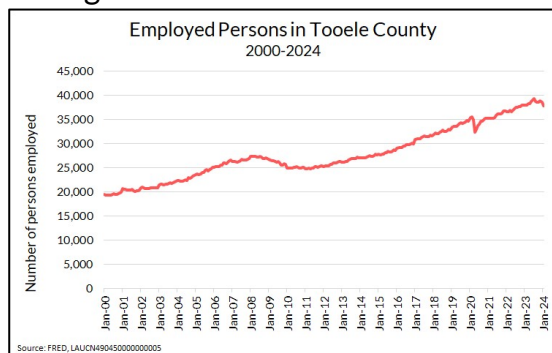
This growth has been driven by a combination of new businesses and the expansion of existing enterprises. The number of establishments has increased consistently over recent years, reflecting a favorable entrepreneurial environment.



Business Landscape: Small businesses are a cornerstone of the local economy, comprising a significant percentage of the county’s establishments. Encouraging and supporting these businesses will maintain economic vitality and foster job creation. Of 1,500 individual employers in Tooele County, 1,100 have less than ten employees.

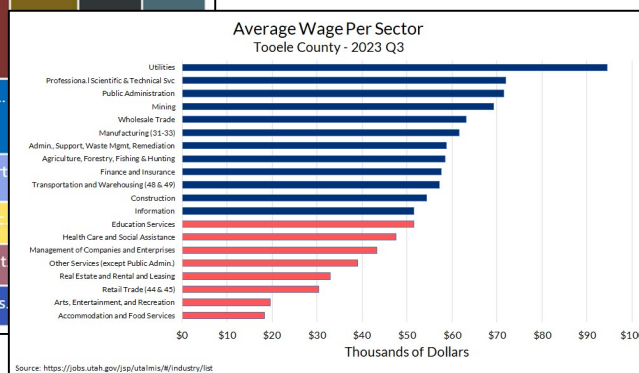
Workforce and Employment

Employment Trends: Employment in Tooele County has grown by nearly 4% annually since 2000, a robust rate that underscores a thriving labor market. While unemployment rates have fluctuated over time, they remain relatively low compared to historical averages and national trends.



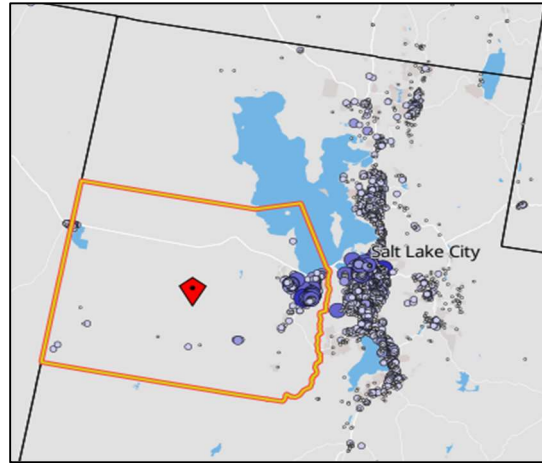
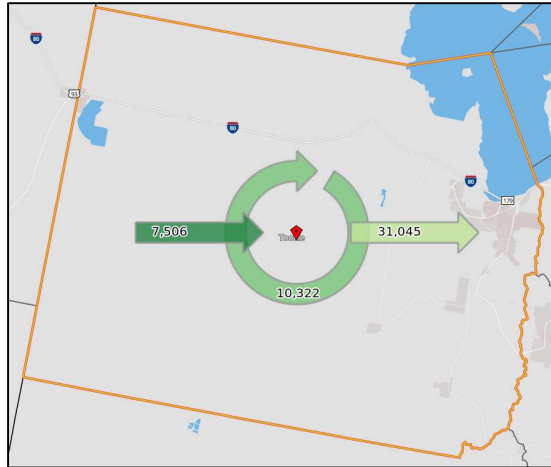
Sector Analysis: Tooele County boasts a diverse economic base, with leading sectors including educational services, food services, and national security. However, many of those occupations tend to be lower-paid than average.

Annual Average Employment by Industry (All Ownership Types)

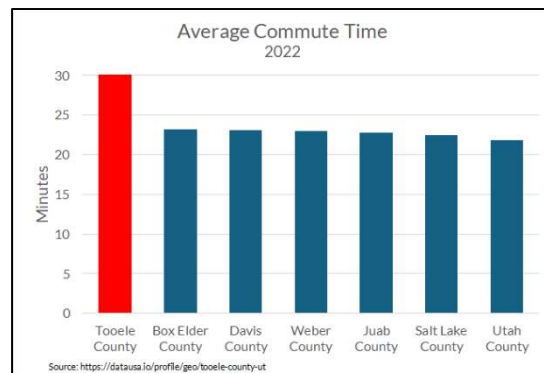
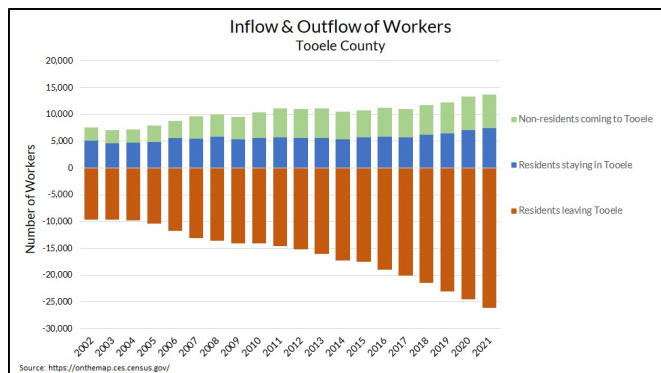


Commuting Patterns

Worker Outflow: Approximately 75% of Tooele County’s workforce commutes to other counties for employment.



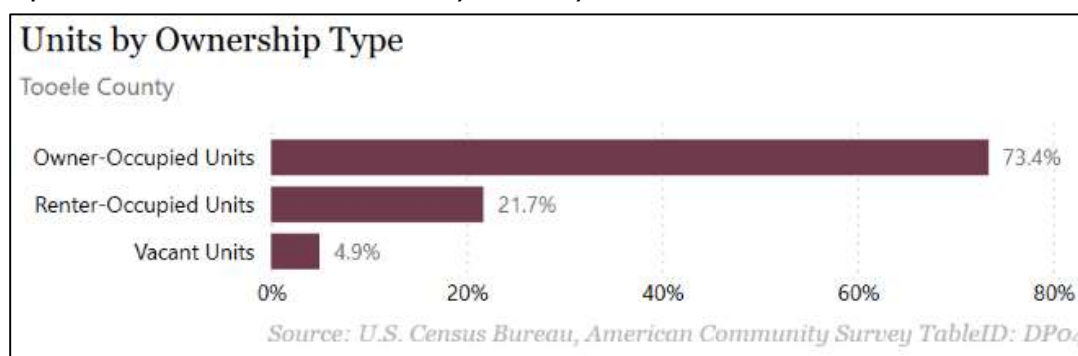
Outflow has steadily increased, reflecting a dependency on neighboring economic hubs. Consequently, workers face significantly longer commute times than residents of adjacent counties.



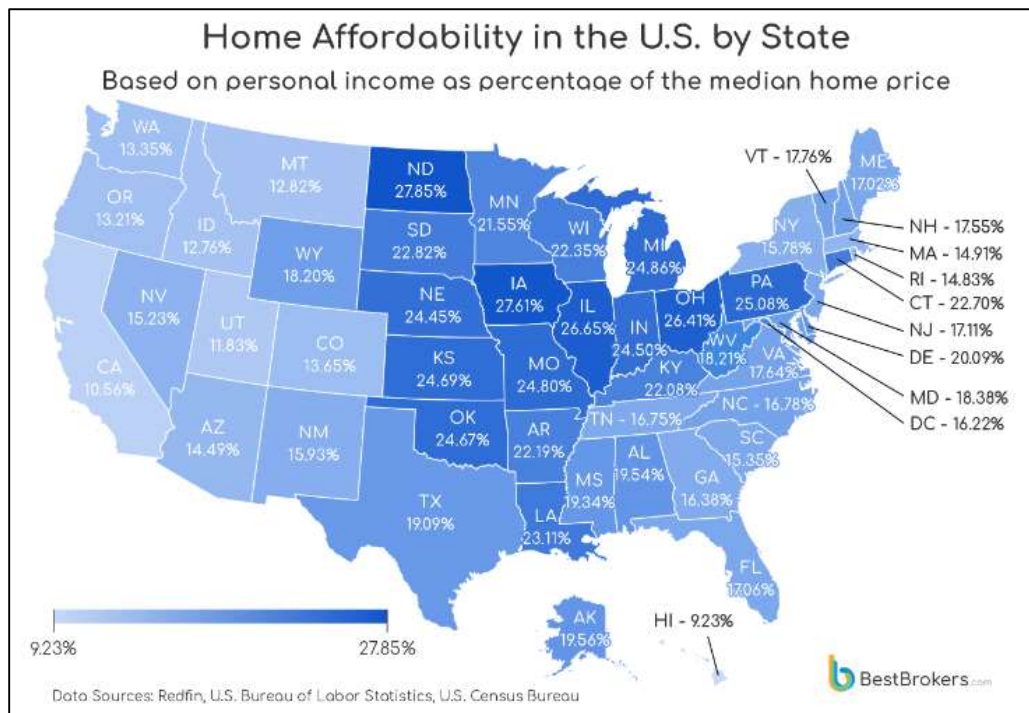
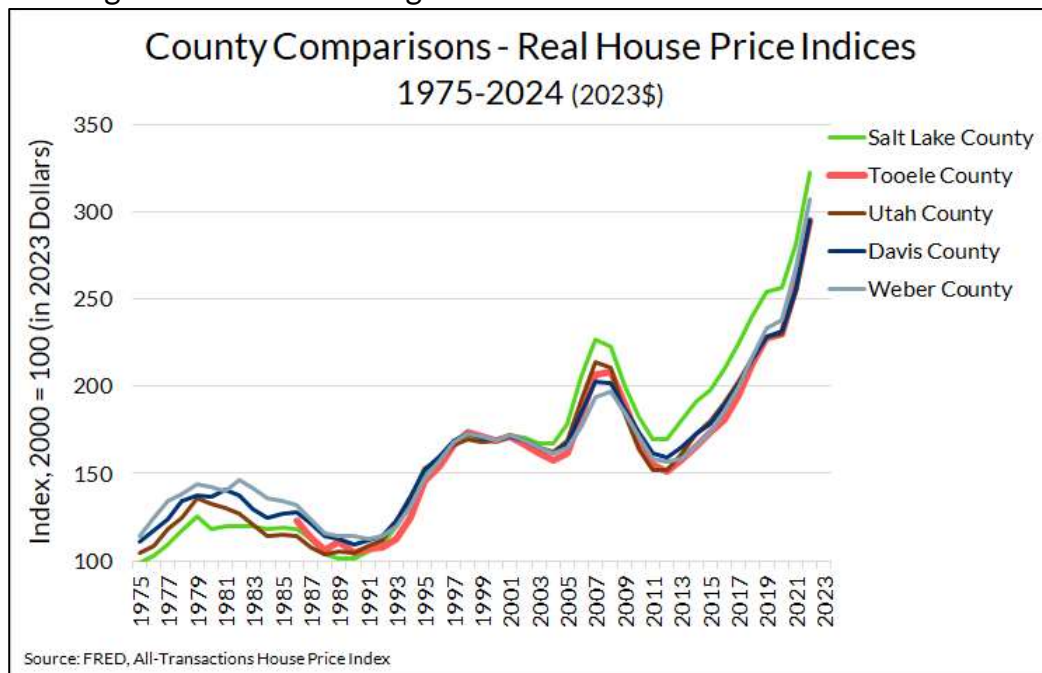
Challenges and Opportunities: Reducing this dependency will require targeted investments in local job creation and infrastructure. Expanding industries within the county can help reduce commute times, improve quality of life, and enhance local economic resilience.

Housing Market

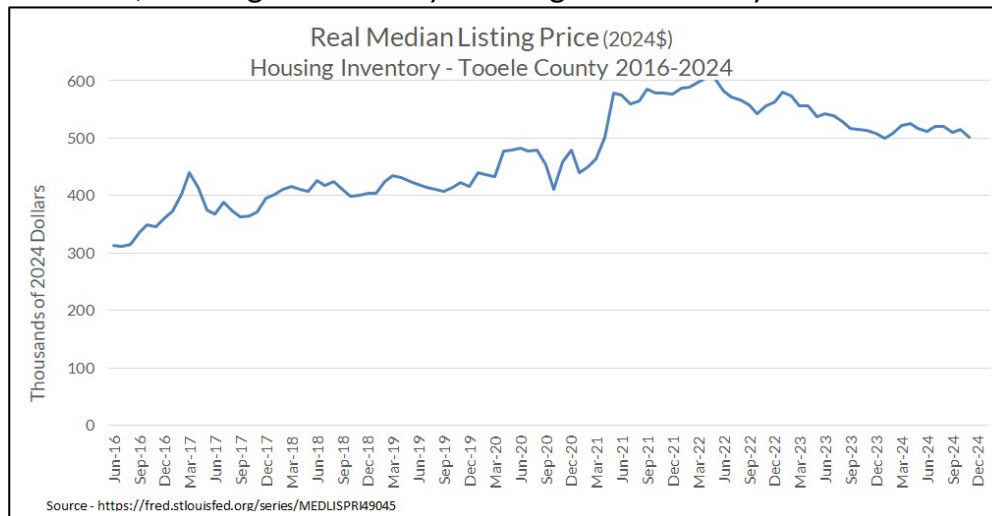
Ownership and Affordability: Tooele County maintains a high degree of homeownership, a positive indicator of community stability.



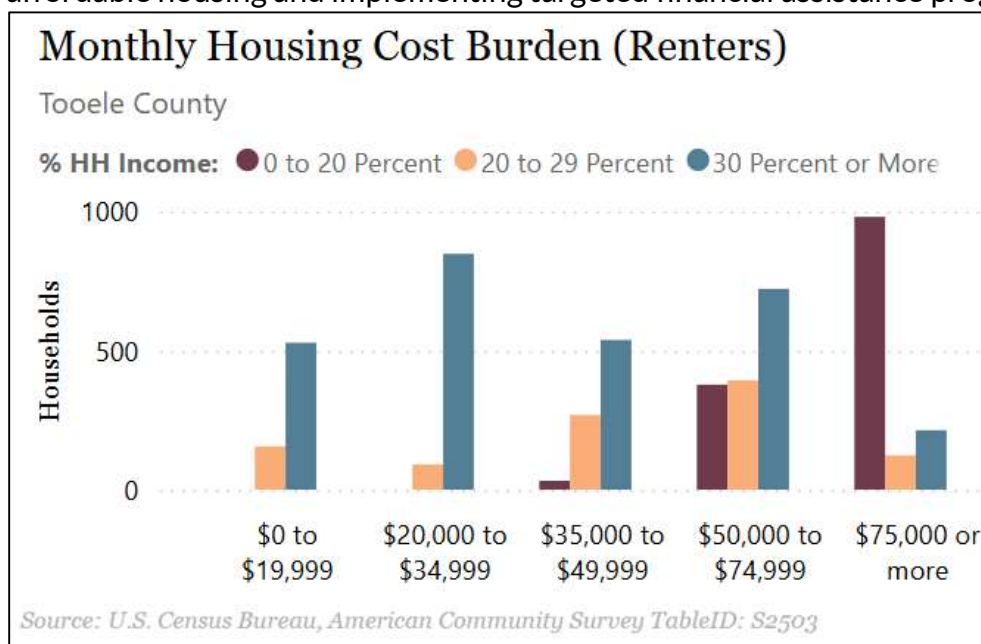
Although, In real terms, house prices across the Wasatch Front have tripled since the 1970s, compared to the rest of the nation, Utah is one of the more affordable places to purchase a home (2023 data). Nevertheless, although personal income has also risen since the 2000s, it has failed to keep pace with the soaring housing rates, resulting in a widening gap between income growth and home prices across the U.S. From 2000 to 2023, median income in the U.S. increased by 64%, while the median home price surged by 241%, creating a nationwide housing crisis.



Over the past eight years, real home prices in Tooele County doubled. Although prices have declined slightly since mid-2022, housing remains a significant concern for many residents, creating affordability challenges for new buyers.

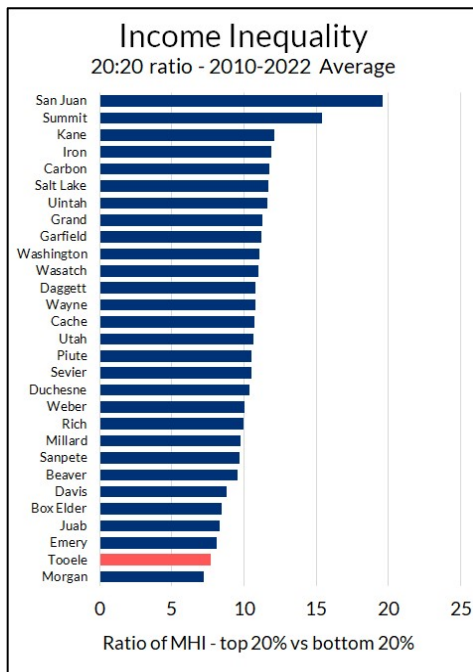
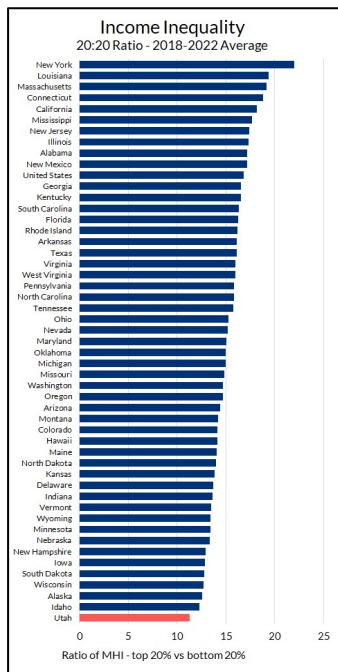


Rental Market: Renters earning less than \$75,000 annually face a high housing cost burden, with monthly expenses exceeding 30% of their incomes. Addressing housing affordability will require strategic interventions, including increasing the supply of affordable housing and implementing targeted financial assistance programs.

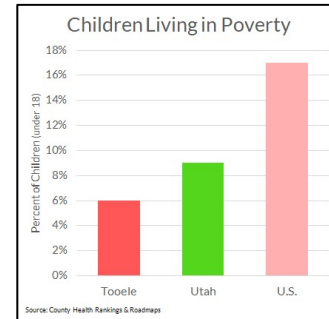


Poverty and Inequality

Income Equality: Utah is the least unequal state in the U.S., and Tooele County is among the most equitable counties. This is reflected in metrics such as the GINI Index and lower child poverty rates compared to national averages.



Child Poverty: Fewer children in Tooele County live in poverty than the rest of the nation. Continued investment in education, healthcare, and social services will be vital to sustaining and improving these outcomes.



Conclusion and Recommendations

Tooele County's economic landscape presents a mix of strengths and challenges. The county fosters business growth, maintains high homeownership rates, and ensures income equity. However, it faces persistent challenges in workforce retention, housing affordability, and infrastructure development.

Key Recommendations:

- Invest in Workforce Development:** Expand training programs and partnerships with local educational institutions to address gaps in skilled labor and improve educational attainment rates.
- Enhance Local Job Opportunities:** Focus on attracting industries that offer higher wages and align with the county's strengths, such as technology and advanced manufacturing.
- Improve Infrastructure:** Prioritize investments in transportation, digital connectivity, and community resources like libraries to support residents and businesses.
- Address Housing Affordability:** Develop policies to increase affordable housing supply and assist cost-burdened renters.
- Retain Talent:** Create jobs, incentives, and amenities to encourage young people to remain in the county after completing their secondary education.

By leveraging its strengths and addressing its challenges, Tooele County is well-positioned to achieve sustained economic growth and improved quality of life for its residents.

Tooele County Business Resources



Prepared By:



Better City, LLC

Sponsored By:



Tooele County

2025

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Summary

This brochure provides local, state, and federal resources to support current and future businesses in Tooele County. These resources assist with filing and starting a business, hiring and retaining employees, and expanding a business.

Questions? Reach out to the provided contact for each topic.



The listed resources help businesses grow and succeed through free and confidential consulting, affordable training programs, grant programs, and other opportunities. Many resources are conveniently located near or within the county, staffed by business experts who can assist with job creation, sales growth, certifications, and more.

These resources bring together information from government, education, and the private sector to meet the unique needs of small businesses. Consulting experts work in partnership to provide entrepreneurs with vital information for success.

Consider Your Strategy

Consider the following questions, and read the articles and watch the videos for helpful insights for entrepreneurs

Why do You Want to be in Your Business?

Watch: [Viktor Frankl & Man's Search for Meaning](#)



Describe Your Business in 30 Seconds

Watch: [So You Want To Be an Indie](#)



Define Your Target Customer

Watch: [Post It Notes: Accidental Inventions Documentary](#)



Consider if Your Team is Working Together

Watch: [It's Smarter to Travel in Groups](#)



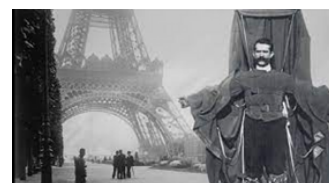
Identify Focus Points for a Successful Business

Watch: [So You Want to be a Game Designer](#)



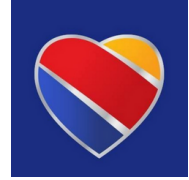
Test Your Concept

Watch: [Franz Reichelt invented a parachute, but...](#)



Determine How will You Delight Your Customers?

Watch: Fasten Your Seatbelt



Describe Your Value Proposition

Watch: Malcolm Gladwell & Choice, Happiness, and Spaghetti Sauce



Ensure You do not Miss the Big Things

Watch: I Can't - Saturday Night Live



Persevere when Things Do Not Work Out as Expected

Watch: 5 Ways to Kill Your Dreams



Work on Things in the Right Ways for the Right Reasons

Watch: An Architecture of the Soul



Pay Attention to what the Competition Pays

Read: NPR's "The Middle Class Took Off 100 Years Ago... Thanks to Henry Ford?"



Starting a Business

Below are the steps outlined by Tooele County to start a business.

Visit the [County Clerk's Office](#) for more Information

o Choose a Business Structure

The most popular business structures are: limited liability companies (LLC), corporations, and sole proprietorships.

o Pick a Name for Your Business

Verify that your preferred business name is available using the Secretary of State's Name Availability Search.

o Assign a Utah Registered Agent

Every business is required by state law to appoint and maintain a Utah registered agent on the Secretary of State's website.

o File Formation Documents with the Utah Secretary of State

For an LLC or corporation, file formation documents on the Secretary of State's website. LLCs file Articles of Organization, and corporations file Articles of Incorporation.

o Obtain Your Federal Employer Identification Number (EIN)

Apply for your Federal Tax ID, the Federal Employer Identification Number (EIN) for free on the IRS website.

o Open a Company Bank Account

Create a company bank account to separate personal income and assets from those of your business, accept money from customers, and to make payments.

o Obtain Licenses and Permits for Your Business

Contact the City and County clerk's office for more information on necessary business licenses or permits (typically barber & salon shops, food & beverage, law, fitness, and medical businesses require licenses or permits). Businesses that fail to obtain proper licensing or permits can be subjected to fines or outright closure of the business.

Local Resources

Located In or near Tooele, these resources have several programs and offices that provide assistance to businesses

Tooele Valley Business Resource Center

Tooele Technical College provides one-stop access to business support, education, and other state and federal resources and specialty agencies. Whether you are seeking grants, want to become a government vendor, are wondering about doing business overseas, or want help navigating all of the resources available to your business, we are here to connect you with the right people and resources.



Tooele Valley Small Business Development Center (SBDC)

Tooele Valley's SBDC provides help with business formation, business counseling, training, marketing consulting and research, financial management and projections, assistance with the preparation of loan and funding applications, business plans, employee issues and any other aspect of successfully running a small business. All services are provided free of charge. The SBDC is the default referral for Tooele City and County for business questions. Call 435-248-1895 for details.



Tooele Tech – Custom Fit Training

Custom Fit is a state grant program that provides customized training for businesses and employers to support workforce development and enhance Utah's competitive advantage. Custom Fit subsidizes the cost of training for for-profit businesses and assists employers in ascertaining and accessing needed training on any business-relevant topic. Call 435-248-1895 for details.



Points of Contact

Contact: Jess Clifford, SBDC Director
Email: jclifford@tooeletech.edu
Phone: 435-248-1892



Contact: Donna Hesleph, Custom Fit Program Director
Email: dhesleph@tooeletech.edu
Phone: 435-248-1895

Grow Utah - Utah Investors & Funding Sources

Grow Utah is a non-profit entrepreneur development organization dedicated to accelerating the creation of innovative, entrepreneur-led, high-growth businesses that will strengthen and expand Utah's economy.



Points of Contact

Contact: T. Craig Bott, President & CEO
Email: info@growutah.com
Phone: 801-593-2269



Contact: Justin Bott, Director of marketing & Operations
Email: info@growutah.com
Phone: 801-593-2269

How to Start a Business in Utah

“Starting a business in Utah in 12 Steps” including developing an idea, researching the market, drafting a business plan, finding funding, being registered and licensed, and getting insurance.



47G iImpact Center

iImpact Utah is the business transformation partner for Utah manufacturers, helping small to large companies optimize performance, increase profits, and scale. Manufacturers who work with iImpact receive support through boots-on-the-ground coaching, consulting, training, and residencies while also taking advantage of free tools, events, and content from subject matter experts.

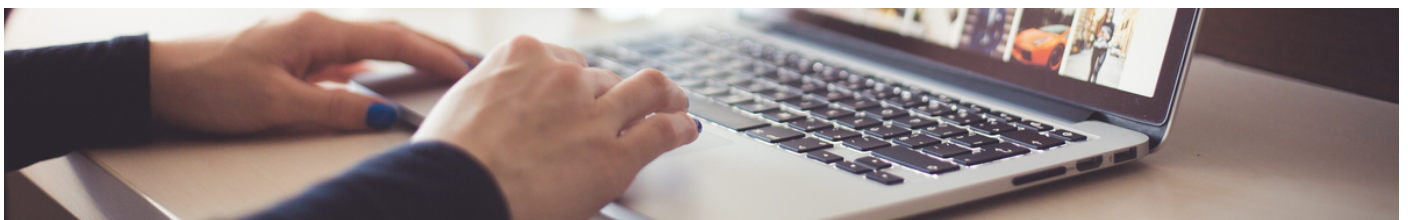


Governor's Office of Economic Opportunity

GOEO offers Small Business and Entrepreneurship Technical Assistance Grant to assist Utah-based small businesses. It provides funding to augment services for customers.



Governor's Office of
Economic Opportunity



Tooele County Resources

The Tooele County Government has free resources and programs to help business owners on a wide variety of questions and practices

Tooele County Economic Development



Contact: Rachelle Custer, Development Director
Email: rachelle.custer@tooeleco.org
Phone: 435-843-3160

Tooele County Business License



Contact: Tracy Shaw, County Clerk
Email: tracy.shaw@tooeleco.org
Phone: 435-843-3140



Tooele County Chamber of Commerce and Tourism



Contact: Jil McIntyre
Email: jill@tooelechamber.com
Phone: 435-882-0690



City Resources

The City Governments has free resources and programs to help business owners on a wide variety of questions and practices

Tooele City Economic Development



Contact: John Perez, Development Director
Email: johnp@tooelecity.org
Phone: 435-843-2141



Tooele City Business License



Contact: Denece Hall, Specialist
Email: businesslicense@tooelecity.org
Phone: 435-843-2110

Grantsville City Economic Development

Contact: Cavett Eaton, Planning and Zoning Administrator
Email: ceaton@grantsvilleut.gov
Phone: 435-884-1674



Grantsville City Business License

Contact: Braydee Baugh, Information Officer
Email: bbaugh@grantsvilleut.gov
Phone: 435-884-4625



State Resources

The State of Utah has several programs and offices that provide assistance to businesses.

Utah Division of Corporations and Commercial Code

Online site to register, renew, update, or reinstate a business.

- See Utah Online Business Registration
- Utah's Business Registration System offers a range of benefits:

Improved User Experience: A more intuitive and user-friendly interface that simplifies the registration process.

All-in-One Dashboard: An improved dashboard that allows business owners to access all their business registration information in one place.

Enhanced Security: Business owners have the ability to lock access to their business filings and control individual permissions.

Business owners and prospective entrepreneurs will need to create a UtahID to access the system. Details on how to do this and further instructions on navigating the system can be found at <https://corporations.utah.gov/ori/>.



UTAH DEPARTMENT OF COMMERCE

Division of Corporations and Commercial Code

Utah Business Search

Search for businesses registered with the State of Utah that are either located in Utah or doing business in Utah. Find and download PDF documents about a business, view management teams, and find connections.



EDCUtah

The Economic Development Corporation of Utah has three main competencies:

1. Published reports on industries and other economic data, based on best-in class primary and secondary research.
2. Business development, including incentives at state and municipal levels, issuing Requests for Information (RFIs), coordinating research requests, arranging site visits and employer interviews, providing introductions to Utah communities and service providers, as well as tax incentive support, and media promotion. Site-Ready Utah addresses the needs of expansion projects for timely and precise data on larger properties across the state.
3. Community strategy: Communities who are “development ready,” or prepared with the right knowledge and assets, can help shorten and simplify the site selection process for companies—and are therefore more likely to compete and be chosen for quality economic development projects.

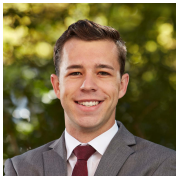


Points of Contact

Contact: Erin Farr, Vice President of Business Development
Email: efarr@edcutah.org



Contact: Jared Stewart, Senior Business Development Manager
Email: jstewart@edcutah.org



Contact: Spencer Layton, Business Development Analyst
Email: slayton@edcutah.org



U.S. Small Business Administration – Utah
Salt Lake City Office: 801-524-3209



SBA Services include funding programs, counseling, federal contract certifications, and disaster recovery. SBA can also connect a business to partner organizations, lenders, and other community groups that help small businesses succeed.

Governor's Office of Economic Opportunity

GOEO works to retain and recruit companies and bring more high-paying jobs to Utah. In addition, GOEO works with industries, Utah regions, communities, and nonprofits to implement strategic economic development plans and reinforce Utah's diverse, prosperous economy, working with business at the speed of business. Currently, the office manages over \$240 million in state and federal funding with a full- and part-time staff of nearly 100 people. GOEO teams manage programs and initiatives such as:

- Utah entrepreneurs and businesses
- Business Incentives
- Rural Utah communities
- Federal Opportunity Zones
- International trade and diplomacy
- Tourism and film production



Governor's Office of Economic Opportunity



Points of Contact

Contact: Paula Kramer, Regional Manager
Email: pkramer@utah.gov
Phone: 801-538-8756
[LinkedIn](#)



Contact: Paul Jolley, Director, Utah Small Business Credit Initiative
Email: pjolley@utah.gov
Phone: 801-703-1110
[LinkedIn](#)



Contact: James A. Dixon, Director of Community Grants
Email: jdixon@utah.gov
Phone: 801-538-8687
[LinkedIn](#)



Governor's Office of Economic Opportunity

Points of Contact (continued)



Contact: Forest Turner, Outreach Manager, Center for Rural Development
Email: fftturner@utah.gov
Phone: 435-650-9660
[LinkedIn](#)



Contact: Daniel Royal, Business Development Director, BR&E
Email: dtroyal@utah.gov
Phone: 801-538-8625
[LinkedIn](#)



Contact: Paula Kramer, Utah APEX Regional Manager
Email: pkramer@utah.gov
Phone: 801-538-8756
[LinkedIn](#)



Contact: Tim Cooley, Director of Entrepreneurship
Email: timcooley@utah.gov
Phone: 619-301-9180
[LinkedIn](#)



Contact: Linda Cabrales, Director, Utah Innovation Center
Email: lcabrales@utah.gov
Phone: 385-228-6134
[LinkedIn](#)



Contact: Allison James-Garcia, Community Initiatives Manager
Email: ajamesgarcia@utah.gov
Phone: 801-538-8680
[LinkedIn](#)

World Trade Center® Utah

WTC Utah was founded to elevate Utah's global status and international engagement. WTC's goal is to help Utah companies increase revenue and create jobs by expanding international sales, attracting foreign investment, and facilitating international partnerships.



- Services, many of which are free to Utah businesses, include:
- Market Expansion provides market research and selection, market entry guidance, regulatory support, and matchmaking: businesses and investors
- Supply Chain Optimization provides logistics and shipping advice, optimization support, and help searching for sourcing partners.



Points of Contact

Contact: Matt Wunderli, Director, Business Development

Email: mwunderli@wtcutah.com

[LinkedIn](#)

The InUtah initiative from GOEO is a public information and education initiative funded by federal pandemic dollars. The collaborative initiative encourages Utahns to shop and buy local goods, services, and cultural experiences . Among resources are:



Return Utah

provides jobs, training, support, and resources to Utahns looking to reenter the workforce after a career break, even a long one.



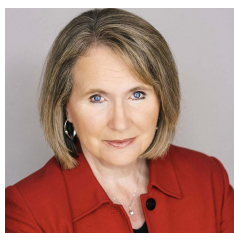
Utah Women & Leadership Project

Strengthen the impact of Utah girls and women. The Project serves Utah and its residents by:

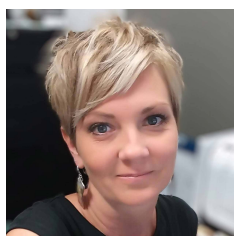
- producing relevant, trustworthy, and applicable research;
- creating and gathering valuable resources; and
- convening trainings and events that inform, inspire, and ignite growth and change for all Utahns



Points of Contact



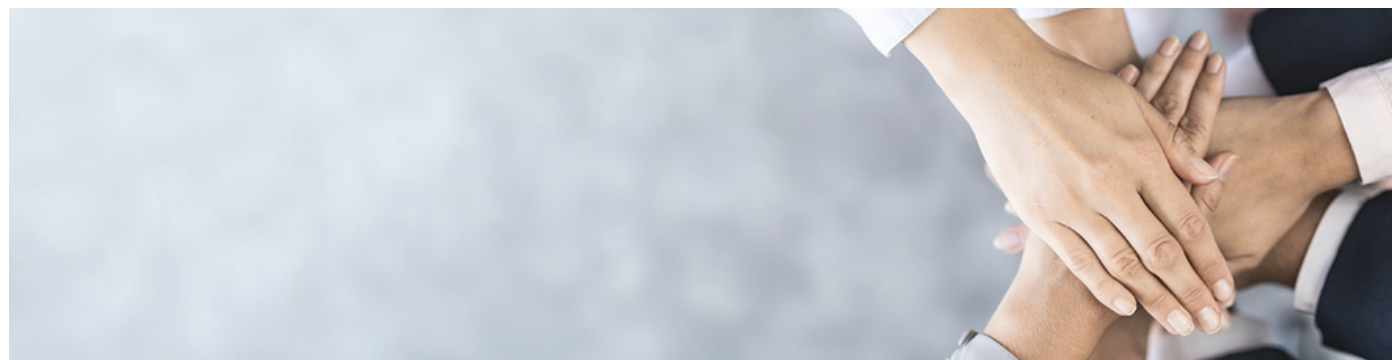
Contact: Dr. Susan Madsen, Founder & Director
Email: susan.madsen@usu.edu
Phone: 435-797-0873



Contact: Kolene Anderson, Associate Director
Email: kolene.anderson@usu.edu
[LinkedIn](#)

Utah Division of Multicultural Affairs

Promotes an inclusive and Equitable Climate for Utah's Multicultural Communities, enabling belonging and opportunity-building, which involves trying to understand and give people what they need to be able to enjoy full, healthy lives, promoting access and fairness by addressing barriers that prevent people from equally thriving. It involves working in partnership with people and communities to understand gaps and develop solutions.



Women's Business Center of Utah

Business advising and training – individually or in group training sessions.
Online courses and webinars

Kiva Microloan Program helps open access to capital to better empower women and minorities to develop and grow small businesses.



Point of Contact



Contact: Connie Yengich, Northern Program Manager

Email: connie@wbcutah.org

Phone: 801-328-5066

[LinkedIn](#)



Utah Microloan Fund

Provides small business loans up to \$50,000 and free business advice to entrepreneurs in start-up & existing businesses that do not qualify for traditional funding sources, with a focus on the underserved.



Point of Contact



Contact: Doug Keefe, Executive Director

Email: dkeefe@umlf.org

Phone: 801-746-1180

[LinkedIn](#)

Utah State Tax Commission

Provides tax information for businesses, plus links to other resources, such as:

- [Starting a business](#): the basic steps, copyrights, acquisitions, and franchises.
- [Running a business](#): organization structure, financial resources, government requirements, HR assistance, statistical info, counseling, and other resources.
- [Other business services](#)



Salt Lake Public Library Small Business Resources

Wide variety of links (and live chat) regarding:

- Free classes and 1-on-1 mentoring
- Local business organizations
- Free online business resources



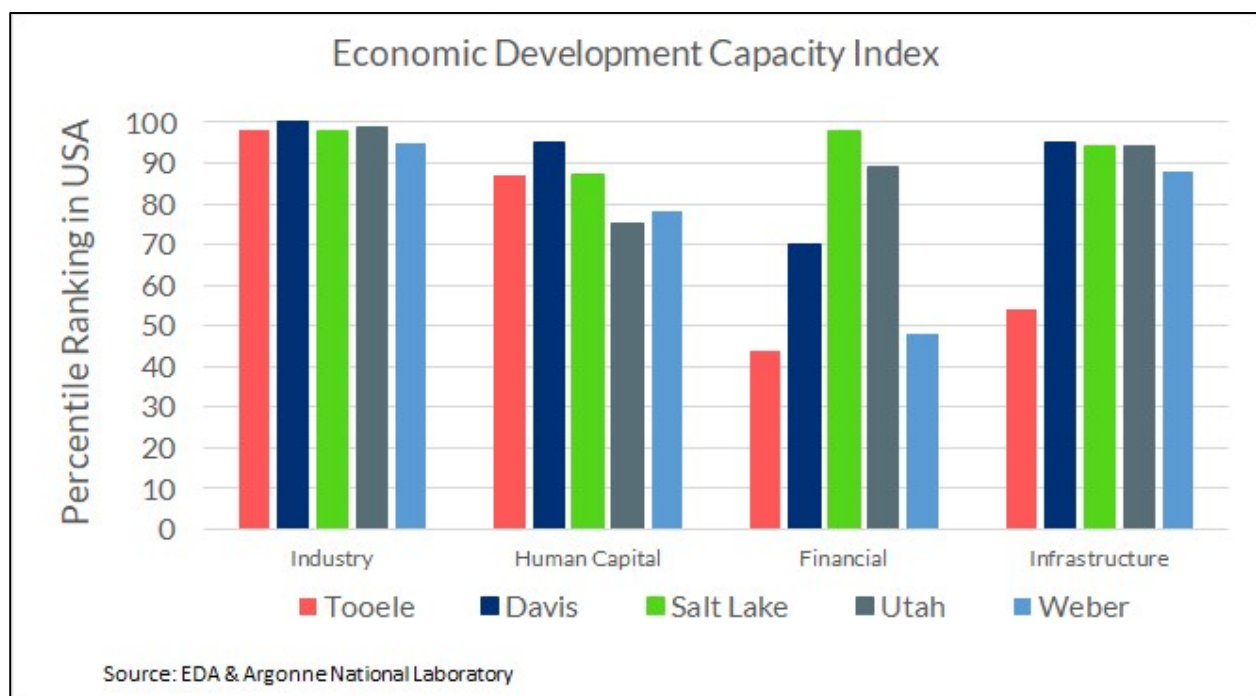
Tooele County 2024 Economic Report

[Here is the link to the dashboard](#)

Introduction

The U.S. Economic Development Agency (EDA) and Argonne National Laboratory have developed an Economic Development Capacity Index, which provides a comparative analysis of local economic development capacity across the United States. The Index evaluates 53 unique indicators, offering a comprehensive look into various facets of economic vitality, including industry performance, human capital, financial resources, and infrastructure.

Tooele County's performance on this index reveals both strengths and areas for improvement. The county excels in categories such as Industry and Human Capital but faces challenges in financial and infrastructure-related areas. These findings provide a valuable foundation for understanding the county's economic landscape and identifying focus areas for future development.



Key Strengths and Weaknesses

Strengths: Tooele County ranks in the highest percentiles in the following categories compared to other communities in the United States:

- **Establishment Entry Rate:** Reflecting a dynamic and growing business environment.
- **GINI Index:** Demonstrating relatively equitable income distribution.
- **SBA Third Party Loans Per Establishment:** Indicating strong access to business financing.

- **Favorable Employment Concentration (LQ Cluster Employment Above 1.0):** Highlighting industries with competitive advantages.
- **Mean County Internet Access Index Value:** Suggesting robust digital infrastructure.
- **Percent Home Ownership:** A testament to residential stability and investment.
- **35% of Household Income to Mortgage:** Showing relative affordability for homeowners.
- **Percent Inventive Class:** Signifying a workforce with creative and innovative capacities.
- **SBA Loans Per Establishment:** Further emphasizing financial support for local businesses.
- **35% of Household Income to Rent:** Demonstrating comparatively manageable rental costs.

Weaknesses: The county ranks lower in the following categories:

- **Libraries Per Capita:** Indicating limited access to community knowledge resources.
- **Economic Development Organizations Ratio:** Suggesting fewer initiatives driving local economic growth.
- **Local Government Employees Per Capita:** This possibly reflects constrained public service capacity.
- **Establishment Exit Rate:** Highlighting business sustainability challenges.
- **Workforce Training Establishment Ratio:** Indicating limited access to skills development programs.
- **SBIR Grants Per Capita:** Suggesting underutilization of federal research and innovation grants.
- **Healthcare Professionals Per Capita:** Reflecting potential gaps in healthcare access.
- **Percent High School Education and Above:** Highlighting opportunities to enhance educational attainment.

Compared to other communities in the U.S.,

Tooele County ranks in the highest percentiles in these categories:

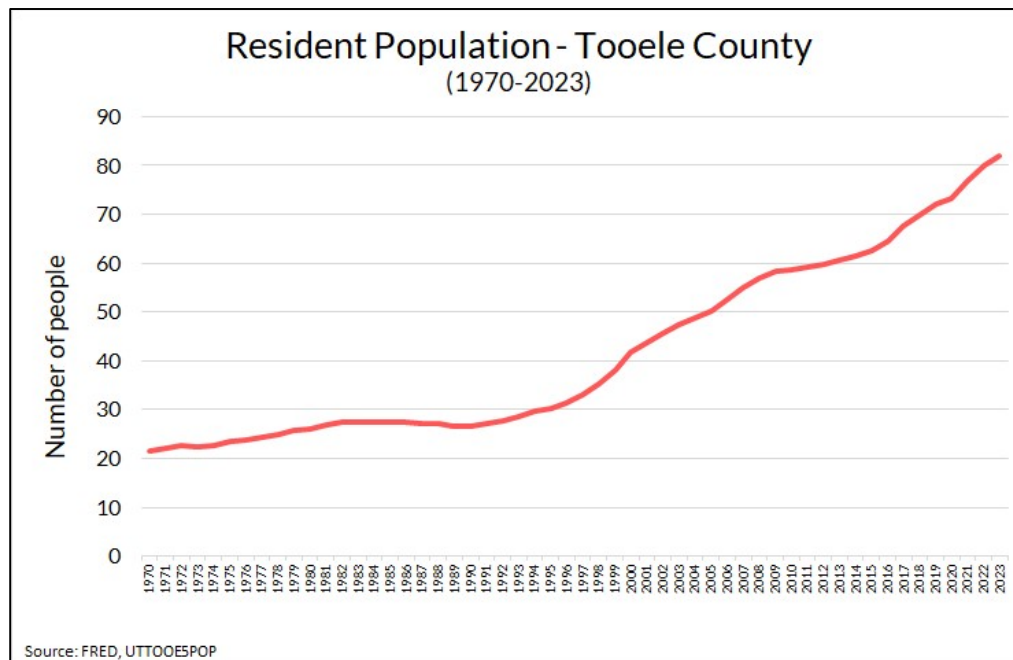
Measure	Percentile Ranking
Establishment Entry Rate	99%
GINI Index	97%
SBA Third-Party Loans Per Establishment	95%
Favorable Employment Concentration (LQ Cluster Employment Above 1.0)	94%
Mean County Internet Access Index Value	94%
Percent Home Ownership	91%
35% of Household Income to Mortgage	91%
Percent Inventive Class	90%
SBA Loans Per Establishment	89%
35% of Household Income to Rent	86%

Compared to other communities in the U.S., Tooele County ranks in lower percentiles in these categories:

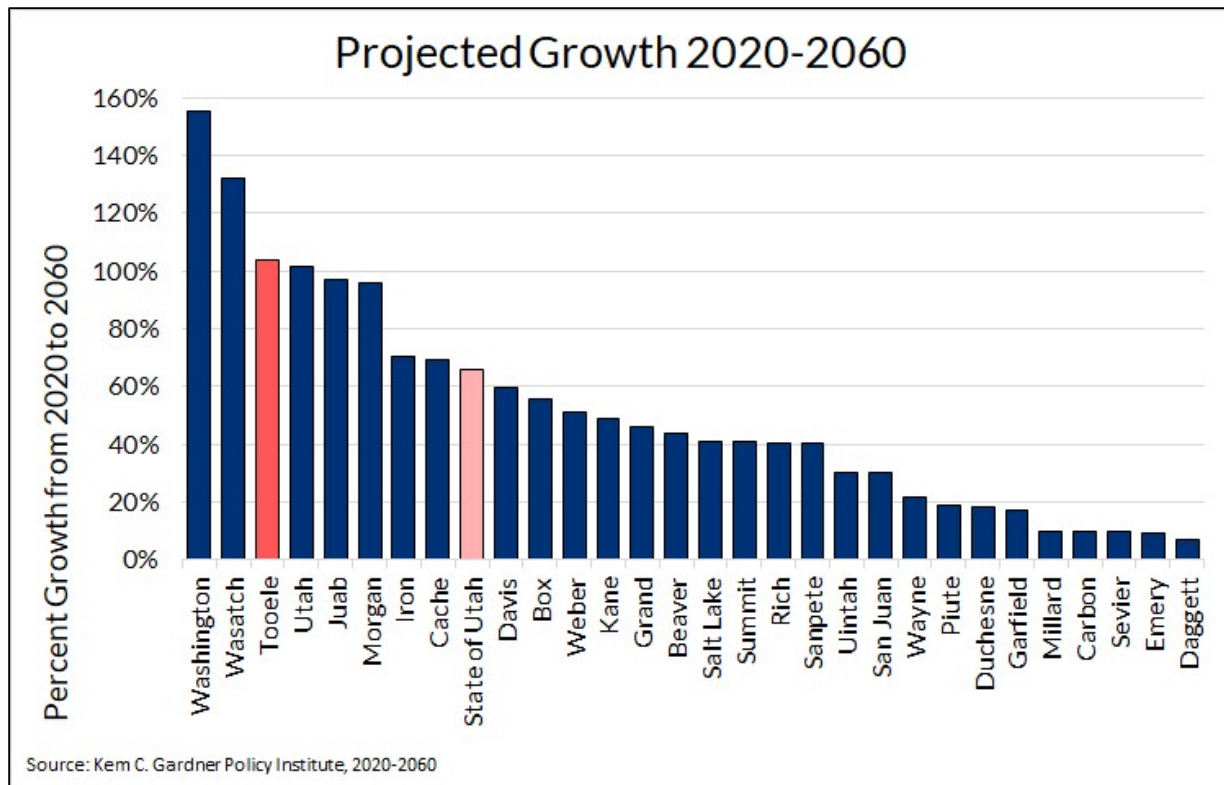
Measure	Percentile Ranking
Libraries Per Capita	37%
Economic Development Organizations Ratio	36%
Local Government Employees Per Capita	35%
Establishment Exit Rate	31%
Workforce Training Establishment Ratio	24%
SBIR Grants Per Capita	19%
Healthcare Professionals per capita	17%
Percent HS Education and Above	12%
Non-Profits Per Capita	12%
Mean Distance to Nearest Transit Stop	7%

Population Trends

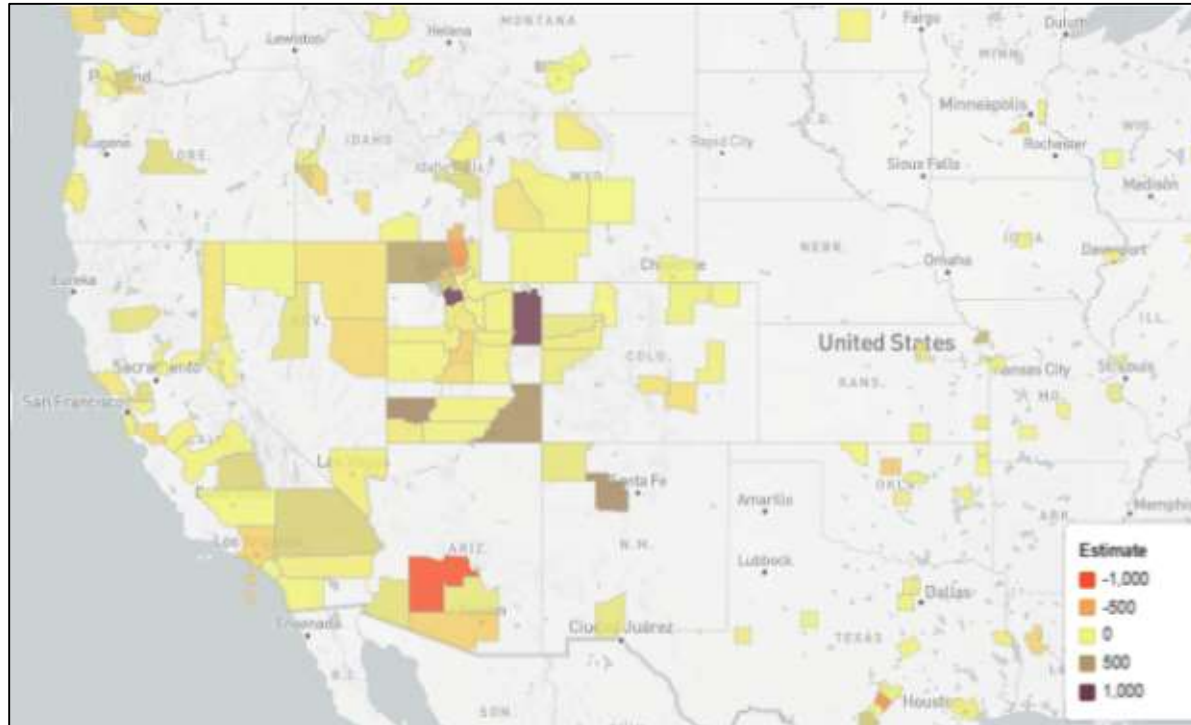
Growth and Demographics: Tooele County has experienced healthy and sustained population growth since 1970, mirroring trends across Utah, one of the fastest-growing states in the United States. The county continues to attract residents from across the western region, with the majority relocating from other parts of Utah. This influx is driven by factors such as affordability, quality of life, and proximity to metropolitan areas.



Utah is one of the fastest-growing States in the US, and Tooele County is one of the fastest-growing counties in Utah.

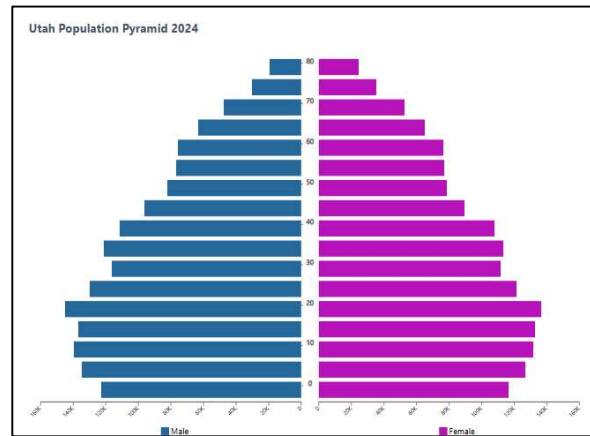
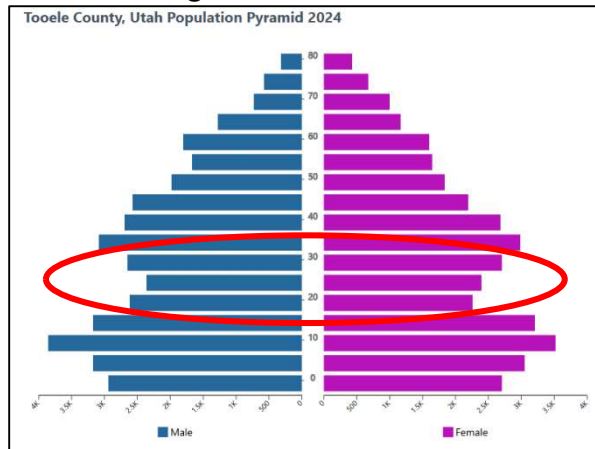
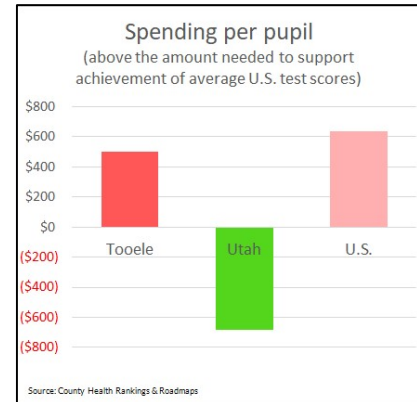


People are moving to Tooele County throughout the west, mostly from elsewhere in Utah.



Education and Retention: The county invests heavily in education, surpassing average per-student funding levels in Utah and the broader U.S. However, Tooele County faces a “brain drain” challenge, as many students leave after high school and do not return. Addressing this trend will require strategies to retain young talent, such as creating local career opportunities and enhancing amenities for younger demographics.

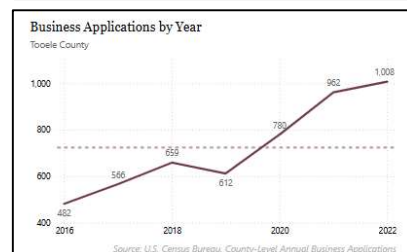
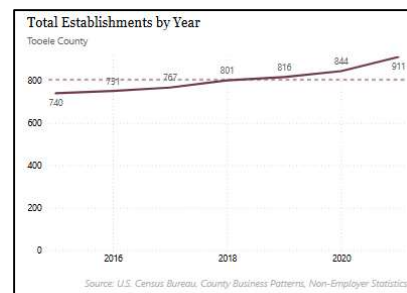
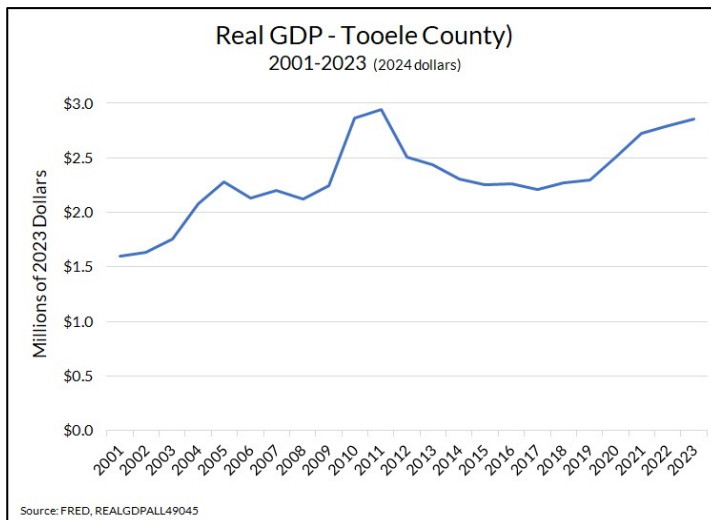
However, we are exporting our children. Many students leave after high school and don’t return home.



Economic Performance

Growth Overview: The economy of Tooele County has grown at an average rate of 2.7% annually since 2001, showcasing resilience and expansion.

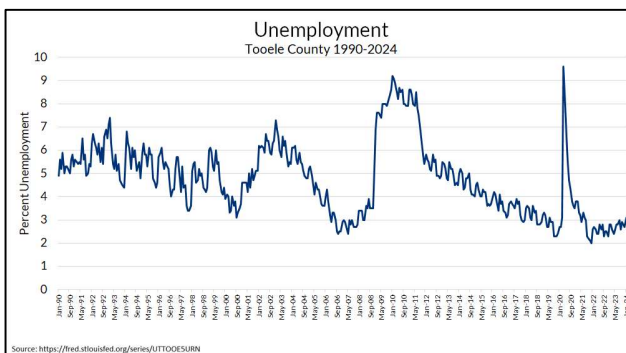
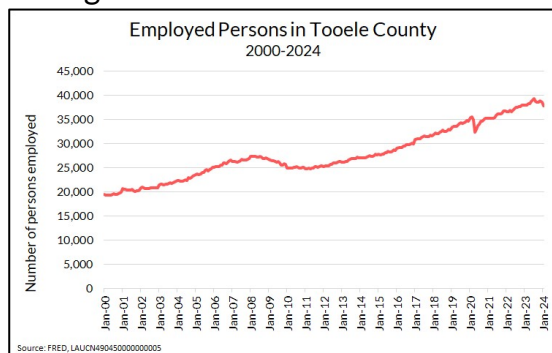
This growth has been driven by a combination of new businesses and the expansion of existing enterprises. The number of establishments has increased consistently over recent years, reflecting a favorable entrepreneurial environment.



Business Landscape: Small businesses are a cornerstone of the local economy, comprising a significant percentage of the county’s establishments. Encouraging and supporting these businesses will maintain economic vitality and foster job creation. Of 1,500 individual employers in Tooele County, 1,100 have less than ten employees.

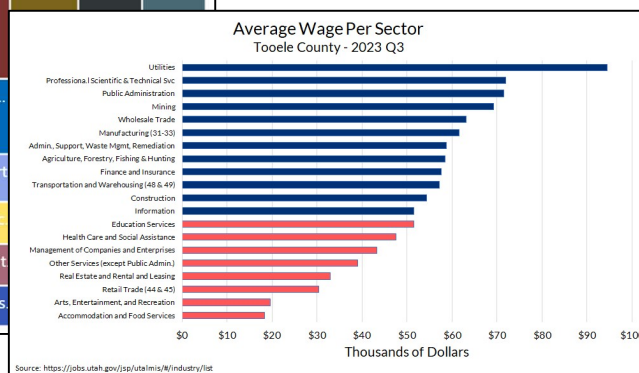
Workforce and Employment

Employment Trends: Employment in Tooele County has grown by nearly 4% annually since 2000, a robust rate that underscores a thriving labor market. While unemployment rates have fluctuated over time, they remain relatively low compared to historical averages and national trends.



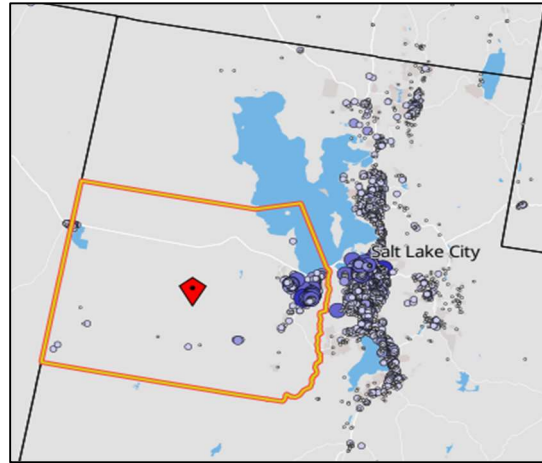
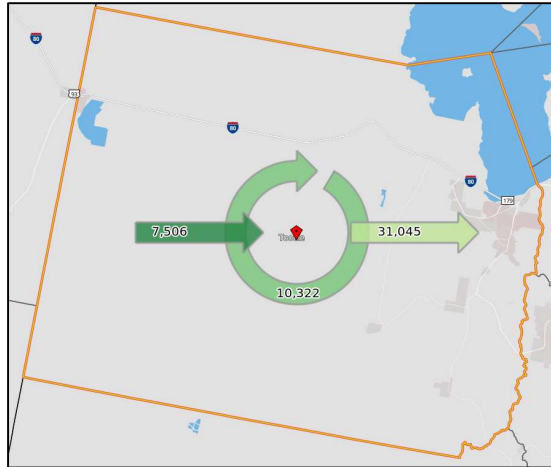
Sector Analysis: Tooele County boasts a diverse economic base, with leading sectors including educational services, food services, and national security. However, many of those occupations tend to be lower-paid than average.

Annual Average Employment by Industry (All Ownership Types)

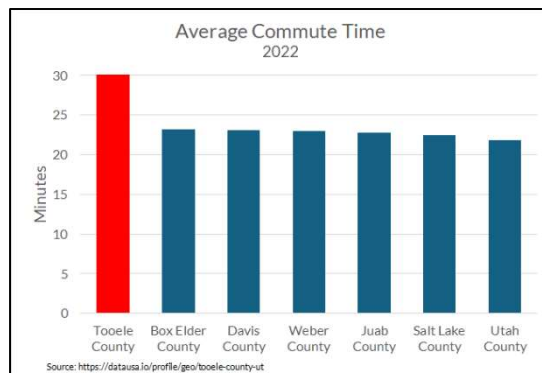
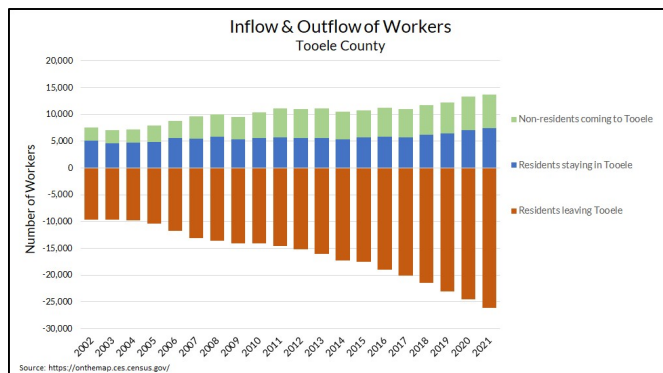


Commuting Patterns

Worker Outflow: Approximately 75% of Tooele County’s workforce commutes to other counties for employment.



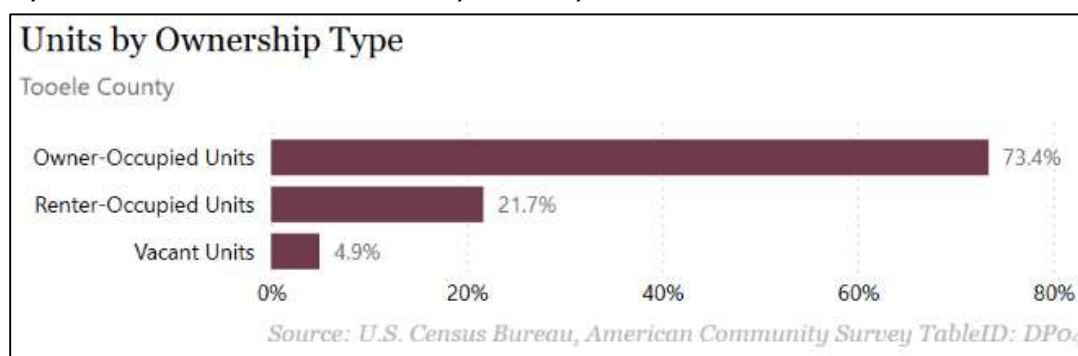
Outflow has steadily increased, reflecting a dependency on neighboring economic hubs. Consequently, workers face significantly longer commute times than residents of adjacent counties.



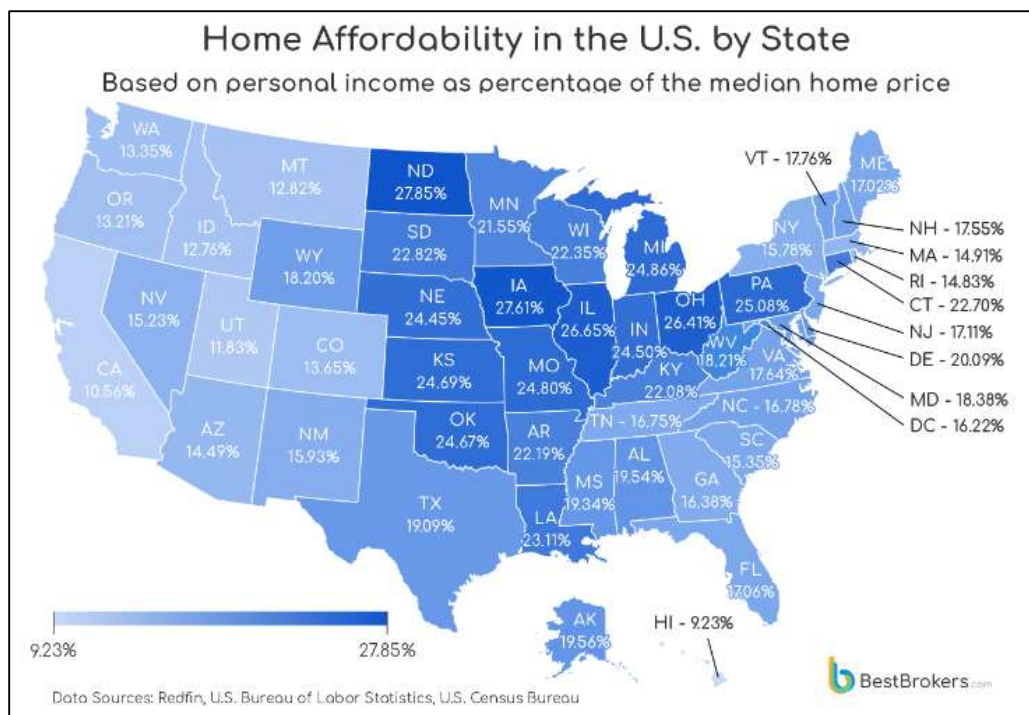
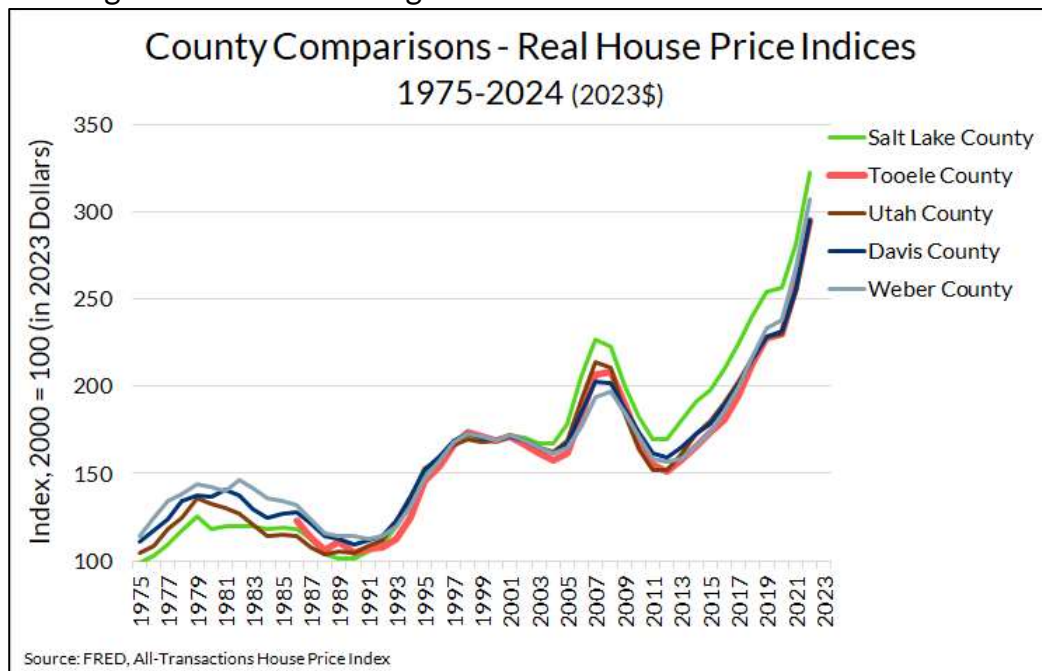
Challenges and Opportunities: Reducing this dependency will require targeted investments in local job creation and infrastructure. Expanding industries within the county can help reduce commute times, improve quality of life, and enhance local economic resilience.

Housing Market

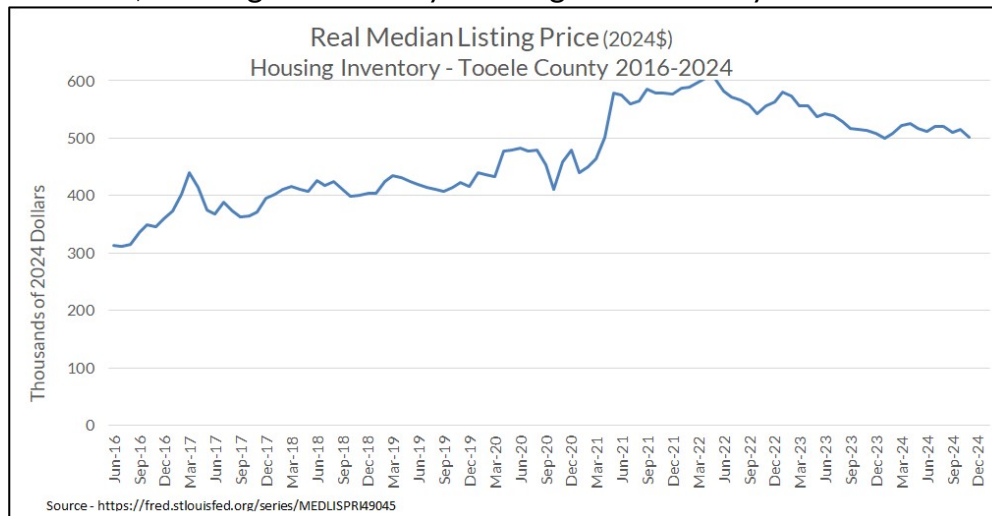
Ownership and Affordability: Tooele County maintains a high degree of homeownership, a positive indicator of community stability.



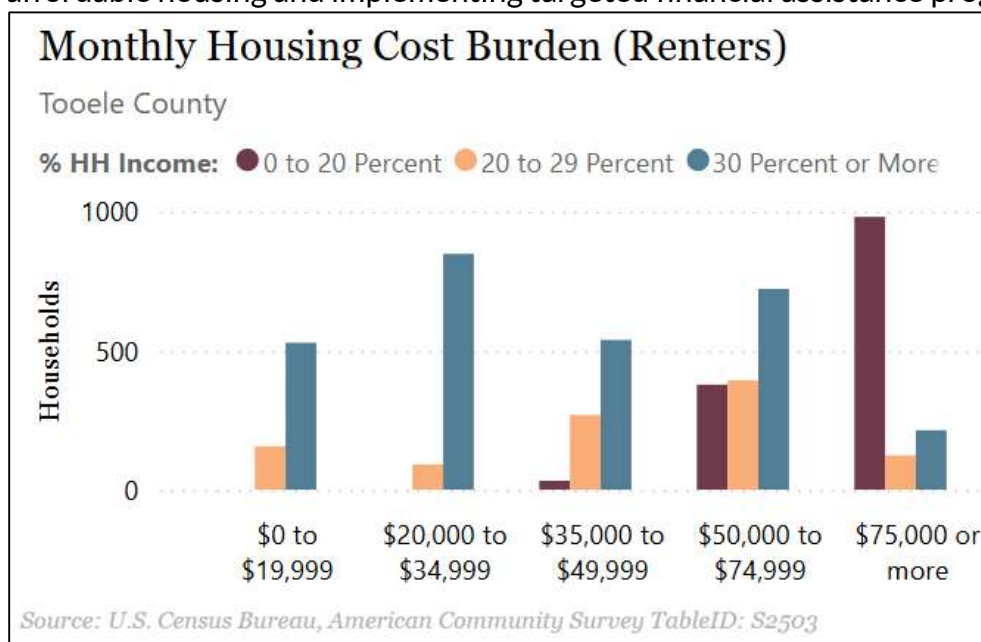
Although, In real terms, house prices across the Wasatch Front have tripled since the 1970s, compared to the rest of the nation, Utah is one of the more affordable places to purchase a home (2023 data). Nevertheless, although personal income has also risen since the 2000s, it has failed to keep pace with the soaring housing rates, resulting in a widening gap between income growth and home prices across the U.S. From 2000 to 2023, median income in the U.S. increased by 64%, while the median home price surged by 241%, creating a nationwide housing crisis.



Over the past eight years, real home prices in Tooele County doubled. Although prices have declined slightly since mid-2022, housing remains a significant concern for many residents, creating affordability challenges for new buyers.

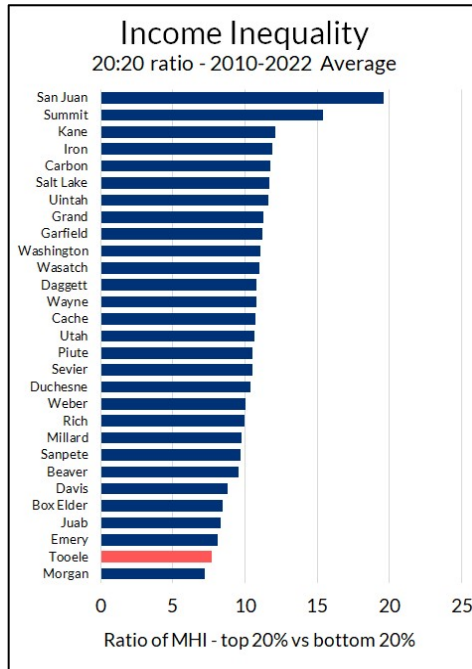
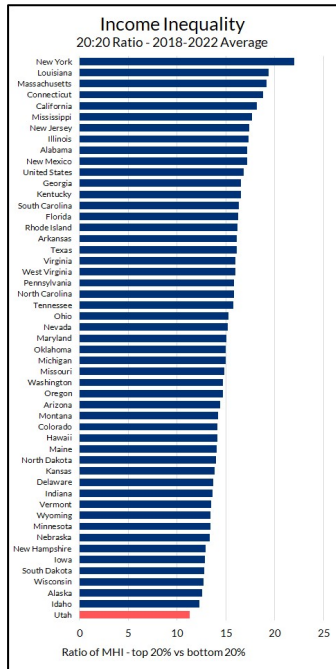


Rental Market: Renters earning less than \$75,000 annually face a high housing cost burden, with monthly expenses exceeding 30% of their incomes. Addressing housing affordability will require strategic interventions, including increasing the supply of affordable housing and implementing targeted financial assistance programs.

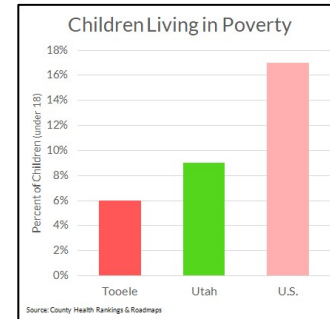


Poverty and Inequality

Income Equality: Utah is the least unequal state in the U.S., and Tooele County is among the most equitable counties. This is reflected in metrics such as the GINI Index and lower child poverty rates compared to national averages.



Child Poverty: Fewer children in Tooele County live in poverty than the rest of the nation. Continued investment in education, healthcare, and social services will be vital to sustaining and improving these outcomes.



Conclusion and Recommendations

Tooele County's economic landscape presents a mix of strengths and challenges. The county fosters business growth, maintains high homeownership rates, and ensures income equity. However, it faces persistent challenges in workforce retention, housing affordability, and infrastructure development.

Key Recommendations:

- Invest in Workforce Development:** Expand training programs and partnerships with local educational institutions to address gaps in skilled labor and improve educational attainment rates.
- Enhance Local Job Opportunities:** Focus on attracting industries that offer higher wages and align with the county's strengths, such as technology and advanced manufacturing.
- Improve Infrastructure:** Prioritize investments in transportation, digital connectivity, and community resources like libraries to support residents and businesses.
- Address Housing Affordability:** Develop policies to increase affordable housing supply and assist cost-burdened renters.
- Retain Talent:** Create jobs, incentives, and amenities to encourage young people to remain in the county after completing their secondary education.

By leveraging its strengths and addressing its challenges, Tooele County is well-positioned to achieve sustained economic growth and improved quality of life for its residents.



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 number of 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.