

2026 Economic Development Strategic Plan

Cultivating Conditions for a Thriving Modern Gateway Economy



GRAND COUNTY
— U T A H —

Modern Gateway Economy Approach

Grand County creates the conditions for our community to thrive by ensuring it is affordable, liveable, resilient, and competitive, and investing in our assets, allowing innovation, investment, and opportunity to surface and develop.

Grand County cultivates a thriving, modern gateway economy by removing barriers to prosperity and leveraging our valuable assets—exceptional built and human infrastructure, a gateway location, and beautiful natural landscapes. By ensuring our community is affordable and liveable, we create the conditions for existing businesses to thrive and for strategic opportunities and innovation to emerge. Rather than pursuing investment and development, we focus on creating conditions that attract and sustain them and removing barriers to success. We accomplish this through four strategic areas of focus.



Four Focus Areas

Working together as a system

These four focus areas operate within a systems-thinking framework and strengthen each other through regenerative cycles that promote long-term prosperity.

AFFORDABILITY

Making Grand County affordable for residents by addressing housing, childcare, and workforce support

RESILIENCY

Diversifying our single-sector economy beyond tourism through asset-based, systems-based industry cluster development



LIVEABILITY

Creating a high quality of life, services, and community amenities to attract and retain a workforce across all ages

GATEWAY COMPETITIVENESS

Positioning Grand County as a leading, modern gateway community



Affordability

Making Grand County affordable for residents to live and work by addressing housing affordability, accessibility, cost of living, and compensation.

When our workforce cannot afford to live locally, families pay more for childcare than housing, and essential employees leave rather than commute long distances, our economic and social systems become unsustainable. The five initiatives in this focus area work together to address affordability: auditing the true cost of living in Grand County, building institutional capacity for housing and establishing sustainable funding, expanding direct workforce assistance, and improving compensation through visitor education. This systems approach positions Grand County to attract and retain the workforce needed to achieve our other strategic goals.

Skyline Arch Apartments serves residents 25-50% below AMI at \$400-1200 per month.

Affordability Initiatives

Affordability Audit

Measure true cost of living, including childcare, housing, and transportation, to establish baseline



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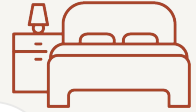
Housing Trust Fund

Dedicated capacity to build affordable housing integrated with childcare solutions



Service Work Awareness

Visitor education on tipping and worker support to improve service worker compensation



Housing Policy

Expand to demand side with down payment assistance, point buy-downs & achievable ownership



Sustainable Funding

Policy reform, round-up programs, and visitor contributions to fund long-term affordability



Liveability

Enhancing quality of life, community amenities, and services that make Grand County an exceptional place to live across all life stages, from youth programming to aging in place.

The 2026 initiatives to enhance livability focus on services and amenities that make Grand County an exceptional place to live at every stage of life. These initiatives recognize that attracting and retaining a workforce requires more than affordable housing. A strong community infrastructure must support families with young children, offer recreational and cultural opportunities, and enable residents to age in place with dignity.

The aging services audit, planning, and OSTA enhancements are investments in community infrastructure that benefit both residents and visitors. These initiatives create a regenerative cycle in which visitor spending funds community amenities, improving residents' quality of life, attracting and retaining the workforce, and supporting business growth that further increases visitor spending.



Strategically leveraging visitor revenue to create services, amenities, and opportunities for residents of all ages, lifestyles, and stages of life.

Liveability Initiatives

Aging Services

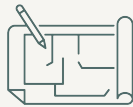
30-year plan for age-friendly community including NORC/Village programs, and dignified aging in place



01

02

OSTA Enhancements



OSTA upgrades, including dry camping, repairs & strategic planning to strengthen competitive space





Some of Grand County's greatest economic assets are its built & human infrastructure, including a critical care hospital, trained EMTs, S&R, and technical expertise.

Resiliency

Cultivating economic diversification and long-term sustainability by developing new industry clusters and capturing economic value that currently leaks to other communities.

Grand County is moving from a single-sector economy to a modern, diverse gateway economy where residents thrive alongside the millions who visit our iconic landscapes. The 2026 resiliency initiatives address our economic vulnerability through economic diversification by developing the conditions for tourism, adjacent sectors like healthcare, and wellness clusters to thrive by leveraging existing assets.

Economic resiliency also means building wealth that circulates locally rather than being extracted by distant interests. Healthcare, wellness, and education clusters create quality jobs while serving both residents and destination patients and learners. These initiatives strengthen the local economic base while reducing dependence on tourism's seasonal fluctuations.

Resiliency Initiatives



Healthcare Cluster Development

Leverage hospital assets for medical tourism, wellness, and recovery programs serving residents and visitors & diversifying economy (99 chars - need to trim)



01

02

Strategic Retail

Recruit complementary general merchandise retail or develop community-owned cooperative to capture sales tax leakage and serve residents (99 chars - need to trim)



Gateway Competitiveness

Positioning Grand County as a leading, modern gateway economy through enhanced infrastructure and strategic positioning

Grand County's economic prosperity requires competing successfully for opportunities, talent, and investment in an increasingly competitive landscape. The 2026 Gateway Competitiveness initiatives build the physical, strategic, and analytical infrastructure that enables us to attract the medical specialists, remote workers, retirees, businesses, investment, and partnerships that drive prosperity.

These initiatives recognize that being a "gateway" is not just about proximity to national parks, but also being competitive in attracting the flows of people, capital, and opportunities that transform communities. Enhanced air service makes Grand County accessible. A modernized community profile makes Grand County compelling. Strategic outdoor recreation development leverages our core asset. Together, they position the county to compete with peer gateway communities while establishing a distinctive identity as a regenerative, forward-thinking model that cultivates optimal conditions for prosperity rather than chasing development.



Some of Grand County's greatest economic assets are its built & human infrastructure, including a critical care hospital, trained EMTs, S&R, and technical expertise.

Gateway Competitiveness Initiatives



Air Service

Enhanced connectivity attracts medical specialists, investment, retirees, and visitors to Grand County



01

Community Profile

Updated profile positions Grand County competitively with investors, businesses, and partners



02

03

Outdoor Recreation

Research, planning, and policy strategically develop outdoor recreation economy

