



May 13, 2026

SUBJECT: Director of Strategic and Economic Development (DSED) White Paper

1. ABSTRACT: The MSD seeks approval of a Director of Strategic and Economic Development position. This position will serve as the MSD's senior strategic planner and integrator. This requires an executive-level understanding of strategic planning and real estate transactions, economic development, and balancing the realities of Utah's political landscape while serving as an advocate for each MSD community. Expected cost ranges from \$109,777 - \$200,529, plus ~40% for benefits.

2. KEY DISTINCTIONS OF THE DSED:

- a. This director-level position is the MSD's strategic planner who integrates internal and external long-range planning and synchronization.
- b. Drives strategic initiatives, leads transformational strategies that create jobs, and attracts high-impact investment by incorporating economic development into the larger picture.
- c. Play a key role in driving Kearns Olympic economic development.
- d. Assists MSD member communities in developing and implementing unique, comprehensive strategic plans that facilitate community growth and meet community objectives, including market analysis, financial modeling, competitive analysis, strategic positioning, and evaluating potential impacts on the member's financial health and sustainability.
- e. Coordinates municipal and regional planning, real estate finance and transactions, urban policy and planning, community reinvestment agencies, and redevelopment agencies, while balancing politically competing clients.
- f. Negotiate strategic partnerships.
- g. Incumbent has executive-level leadership experience, 15 years of directly related experience, with a strong preference for a master's degree in a related field.
- h. Economic development and long-range planning manager reports to this position.

3. CONSEQUENCES OF DISAPPROVAL:

- a. Less integrated and sophisticated approaches to community support.
- b. Suboptimal strategic planning within the MSD and across our served communities.
- c. Missed opportunities, e.g., failure to fully capitalize on real estate opportunities.

4. OTHER:

- a. Pages two through four provide the DSED job description (JD). It is highlighted to accentuate the JD's distinctions from the Economic Development Manager's JD.
- b. Pages five through ten provide the Economic Development Manager JD.