

UTAH BUSINESS FRIENDLY CITIES

STARTER KIT



Dear Mayor and other local elected officials,

Thank you for the generous service you render to the residents of your community. We have deep admiration for the challenges you face and the work you do in order to improve the quality of life in your municipality. Indeed, it is in the spirit of helping residents and business owners in our communities that we write to you.

Our state continues to be ranked by Forbes, and many others, as the Best State for Business and Careers, and one of the nation's best economies. We know that for many of you, economic development is a key focus and we seek to translate that momentum directly into your local community.

As part of that effort, Governor Herbert asked in 2013 that cities follow the state's lead to review existing business regulations. In fact, 34 cities undertook this effort and earned recognition as a "Utah Governor's Business Friendly Community." However, staying at the top is harder than getting there. As other communities try to copy what has made Utah great, we must continue our efforts to promote the best business climate in the nation.

In that spirit, Governor Herbert, the Utah League of Cities and Towns, and the Salt Lake Chamber are excited to partner together to promote streamlined regulations at the local level and provide you with a new framework to achieve the "Utah Governor's Business Friendly Community 2016."

Included in this guide:

- A revised recommended process, which every city can benefit from undertaking
- Key questions to ask during the the organization of regulation
- Best practices used in cities/towns to modernize and optimize ordinances

Once again, thank you for your efforts to advance economic growth in our great state. We look forward to designating all Utah municipalities that complete this review as a "2016 Utah Governor's Business Friendly Community." The award will be given annually at the Utah League of Cities and Towns Annual Fall Conference, starting this September with the first designees.

Best wishes for your success!

Governor Gary R. Herbert

Lane Beattie
President and CEO
Salt Lake Chamber

Ken Bullock
Executive Director
Utah League of Cities and Towns



ACHIEVING THE UTAH GOVERNOR'S BUSINESS FRIENDLY COMMUNITY AWARD

Improving the business climate in Utah, by streamlining and modernizing business regulations in order to determine which ones should be kept, or modified, or eliminated at the local level is key to our future economic success and competitiveness.

It is in that spirit that Governor Herbert, Utah League of Cities and Towns and Salt Lake Chamber are excited to partner together to promote streamlined regulations at the local level. and provide you with a new framework to achieve the "Utah Governor's Business Friendly Community."

All Utah municipalities that complete this review before this September will be recognized at the Utah League of Cities and Towns fall conference.

The Process

- Reach out to and survey local business leaders to identify business regulations and processes that can be improved. We encourage you to include your local chamber in your outreach.
- Work as a city team to review all of your regulations to understand why the regulations exist and determine if they unduly impact businesses.
- Collaborate with your city council to revise or repeal any unnecessary ordinances, regulations, and procedures.
- Report the results of the business regulation review to: **localregulation@slchamber.com**

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BEST PRACTICES FROM 2013 PARTICIPANTS & IDEAS FOR 2016

Access to city information:

- Does your city/town have sufficient business information available on the website?
- Does your city/town explain how to obtain licenses on the website?
- Does your city/town have ordinances that are easily accessible, searchable, and online?
- Does your city/town participate in the State of Utah's business single sign-on portal?
- Does your city/town participate in the State of Utah's OneStop business registration?
- Can businesses obtain necessary information from the city easily and quickly?

Areas to consider:

- Have you updated your code and ordinances to reflect recent legislation?
- Review your business development fees
- Streamline your business application process
- Review your zoning and code amendment process
- Review and streamline your development review process
- Review and streamline your building permit and site approval process
- Review your sign code and sign permit process
- Review your impact fees
- Review and streamline your vendor license process
- Review and streamline your special event application process
- Review and streamline building inspection process
- Review and streamline wastewater inspection process
- Update your General Plan or Transportation Plan
- Utilize the Land Use Academy of Utah training videos for local elected officials, planning commissioners, business leaders, and the general public

Communication:

- Create a process to improve communication between city/town, business leaders, & the general public
- Articulate to business leaders and the general public how business fees are invested in the city/town (via newspaper, website, or social media)
- Articulate to business leaders and the general public why certain regulations exist
- Join and participate in the local chamber
- Create a process for how to prioritize and implement suggestions from business leaders and residents
- Create a process for regular dialogue between city staff and business leaders about continued improvement and implementation

LAND USE REGULATION

Energizing business growth business-friendly regulation often directly relates to land use regulation. However, every community is different. That's why the Utah League of Cities and Towns spearheaded the development of The Land Use Academy of Utah.

Funded by the Utah State Legislature and created by a consortium of public and private sectors, the Land Use Academy of Utah (LUAU) provides uniform professional education to support training and education in land use. LUAU is the first statewide uniform and comprehensive online land use website resource to train, inform, and educate elected and appointed officials and the general public in statutory land issues and best planning practices.

To learn more, head to: <http://luau.utah.gov/>

KEY QUESTIONS AT THE ORIGINATION OF REGULATION:

Implement key questions at the origination of regulation. Cities should understand the purpose of regulation. To do this, cities should ask themselves:

- How and why is a restriction on a transaction or a business imposed?
- How can regulations be as simple, fair and enforceable as possible?
- Is the cost of regulation greater than the benefit it creates for the community?
- How are existing regulations assessed or evaluated for continued relevance?
- Is existing regulation lacking or excessive in some manner?
- Do regulations increase quality of life and provide public value?

OTHER BEST PRACTICES AND RESOURCES

In addition to implementing the regulation review and receiving the Utah Governor's Business Friendly Community Award. Below are some other best practices and resources to promote economic growth and streamline regulation.

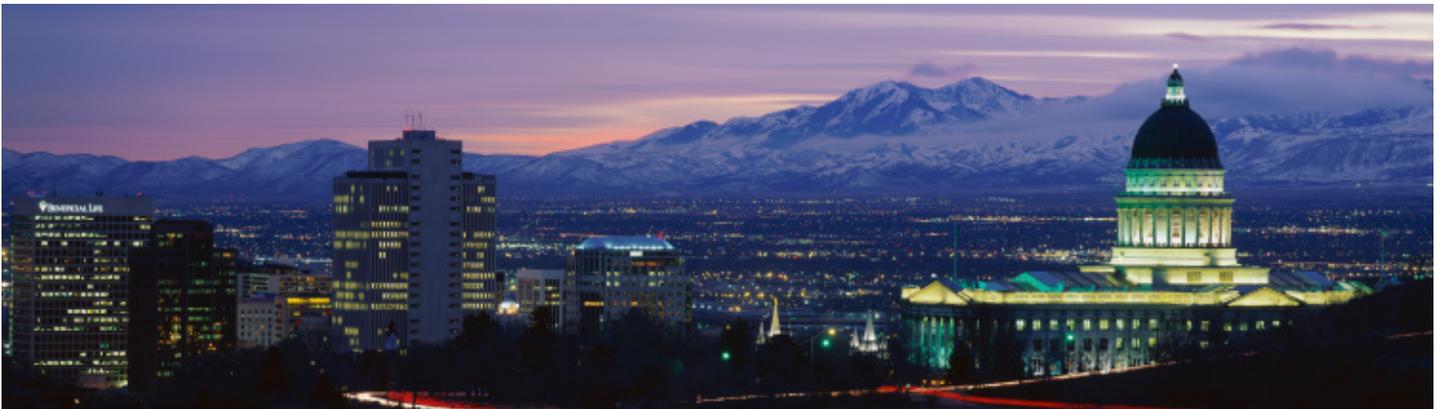
Facilitate Small Business:

- Appoint a Regulatory or Small Business Ombudsman
- Establish a customer service mentality in all public facing agencies
- Conduct a complete mapping of the licensing process for small businesses.
- Publish permitting and licensing processes online.
- Provide a "one-stop shop" for licenses and permits.

Build relationships with key partners:

- Develop a strong partnership with your local Chamber of Commerce.
- Build relationships with State Economic Development stakeholders.

For more best practices, the Ash Center for Democratic Governance and Innovation at Harvard Kennedy School is building an inventory of regulatory best practices that will "support local governments in streamlining regulatory processes, while at the same time supporting local and regional economic development."



Sources: *Data-Smart City Solutions at the Ash Center for Democratic Governance and Innovation at Harvard Kennedy School, Enterprise | SLC, David Eccles School of Business.*

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STATE ECONOMIC DEVELOPMENT STAKEHOLDERS



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

Governor's Office of Economic Development

The Governor's Office of Economic Development charter is based on Governor Herbert's commitment to economic development statewide. The mandate for this office is to provide rich business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state.

More info at www.business.utah.gov



Salt Lake Chamber

The Salt Lake Chamber is the state's largest business association and Utah's business leader. A statewide chamber of commerce with members in all 29 Utah counties, the Chamber represents more than 8,000 businesses and accounting for over a half-million Utah jobs—nearly half the workforce of our state. We create and sustain model partnerships to championing Utah's enviable life quality, commitment to the greater good and promote pro-business policy to drive economic development.

More info at www.slchamber.com



EDCUtah

EDCUtah serves as a catalyst for quality job growth and increased capital investment by assisting in-state companies to grow and recruiting out-of-state companies to expand and relocate in Utah. Communities partner with EDCUtah to provide tremendous and diverse opportunities to businesses looking to relocate or expand.

More info at www.edcutah.org



Utah Science Technology and Research Agency

The Utah Science Technology and Research Agency (USTAR) was established in 2006 through the leadership and vision of the Utah Legislature and the Governor to leverage science and technology innovation in support of Utah's economy. One of USTAR's founding purposes was to include five Outreach regions throughout the state. The Outreach offices act as a resource for collaboration with universities, entrepreneurs, businesses, and innovators across the state. The technology outreach centers are strategically placed across the state to provide access for all communities.

More info at: www.ustar.org



Utah Small Business Development Center Network

The Utah Small Business Development Center Network (SBDC) is the largest and most accessible statewide source of assistance for small businesses in every stage of development. The Network has 14 locations across Utah, including 10 regional centers and 4 service locations staffed by 30 team members. The Utah SBDC Network is a partnership between the state's colleges and universities, the U.S. Small Business Administration and the Governor's Office of Economic Development.

More info at: www.utahsbdc.org

In 2011, Governor Gary R. Herbert recognized more than 30 Utah cities and towns who reviewed their business regulations, making changes to them to ensure their cities are business friendly as possible.

We want to recognize these cities for the leadership and hope they will again take the new challenge to become a “2016 Utah Governor’s Business Friendly Community” under the new framework and ever changing economy.

American Fork
Beaver
Brigham City
Cedar City
Eagle Mountain
Enoch
Ephraim
Highland City
Hyrum
Independence
Kamas
Kanab
LaVerkin
Lindon City
Manti
Marriott-Slaterville
Moab
Morgan
Murray
Myton
Nephi
North Ogden
North Salt Lake
Ogden
Orem
Provo
Riverdale
Santa Clara
Santaquin
South Jordan
Toquerville
Wales
Washington City
West Jordan
West Valley