



**Washington City Council**  
111 North 100 East  
Washington City, UT 84780  
Phone (435) 656-6300  
Fax (435) 656-6370  
[www.washingtoncity.org](http://www.washingtoncity.org)

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Agenda  
Workshop Meeting  
October 25, 2016

**PUBLIC NOTICE** is hereby given that the Washington City Council will hold a Public Meeting on Tuesday, October 2, 2016, at 6:00 P.M. or directly following the Public Forum, in the Council Chambers of the Washington City Offices, located at 111 North 100 East, Washington, Utah.

1. Approval of the Agenda.
2. Review of the board audit report.
3. Update report on the Buxton Economic Development. Cheyenne Robinson, Buxton Corporation
4. Discussion and review to place a Little Library at the Nissan Park. Mayor Kenneth Neilson
5. Discussion and review of the policies regarding Conditionals Use Permits.
6. Adjournment

POSTED on this 20th day of October 2016  
Danice B. Bulloch, City Recorder

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*In accordance with the Americans with Disabilities Act, Washington City will make reasonable accommodations to participate in the meeting. Request for assistance can be made by calling the City Recorder at 656-6308 at least 24 hours in advance of the meeting to be held.*

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# Washington City



## POWERING LOCAL BUSINESS GROWTH

If you own a local business in Washington City or if you're considering starting one, you face a lot of important and difficult questions.

- What retail or restaurant categories are most likely to be successful in my community?
- Is there enough demand in the trade area for me to add an additional location?
- What merchandise mix or menu items should I offer?
- How can I create marketing materials that better resonate with my local audience?

Fortunately, Washington City can help you find the answers to these questions and many more. Through our economic development partnership with Buxton, the leader in consumer analytics, you can access local reports to understand factors such as the following:

- The categories of retail and restaurants that have unmet demand...and the ones that are saturated
- The products and services that consumers in your area are most likely to purchase
- The lifestyles and attitudes of local consumers, including the psycho graphic segments that are most dominant in your community

To learn more about Washington City's reports, how to access them or a one on one meeting, please contact our economic development liaison.

### ABOUT BUXTON

Buxton is the industry leader in customer analytics. They help businesses understand who their customers are, where more potential customers are located and the value of each customer. More than 3,000 clients in the retail, restaurant, healthcare, private equity, and public sectors have relied on their insights to guide growth strategies. Some of Buxton's retail clients include Jamba Juice, GNC and Anthropologie.

GROW WITH US.

1-435-656-6353

Wendi Bulkley

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WashingtonCity.org





# Washington City

Where Dixie Begins

# 2016 Washington City Management Report

Dear Resident,

It seems like this past year has flown by quickly. We are happy to welcome approximately 1,115 new residents and move-ins to our community. As a way of welcome, we opened our new soccer facility and completed our new police station. As we look toward 2017, we aren't anticipating any large improvement projects but you will continue to see work on our roads, parks, water, and power system. All the things that we need to do to take care of our community and citizens. As always, we look forward to serving and please contact us if you have any questions.

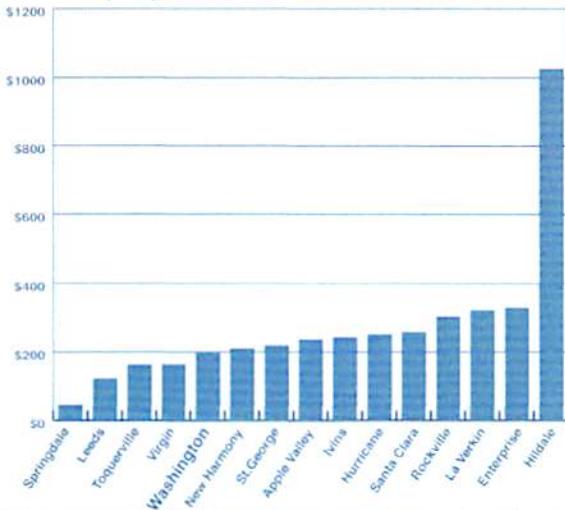
Sincerely,

Roger Carter  
City Manager

## Washington City Statistics

	2015	2016
Population	24,984	26,099
Budget	\$57,920,248	\$51,365,543
Total Staff (FTE's)	200	225
New Residential Building Permits	315	402
Sales Tax per capita	\$147	\$155
# of power outages	12	12
Water per capita per day (gallons)	217	195
Visitors to Community Center	306,966	336,506
Police calls for service	9,303	8,747
Police response times	7:41	7:00
Fire calls for service	435	460
Fire response times	6:46	6:51
EMS calls for service	842	986
Code enforcement cases	798	992
# of new business licenses	165	243
Miles of streets repaired	22	19
Acres of parks	85.85	102
Website/Social Media/Visits/Follows	1,740,364	1,926,534

Property Taxed Assessed on \$250,000 Home



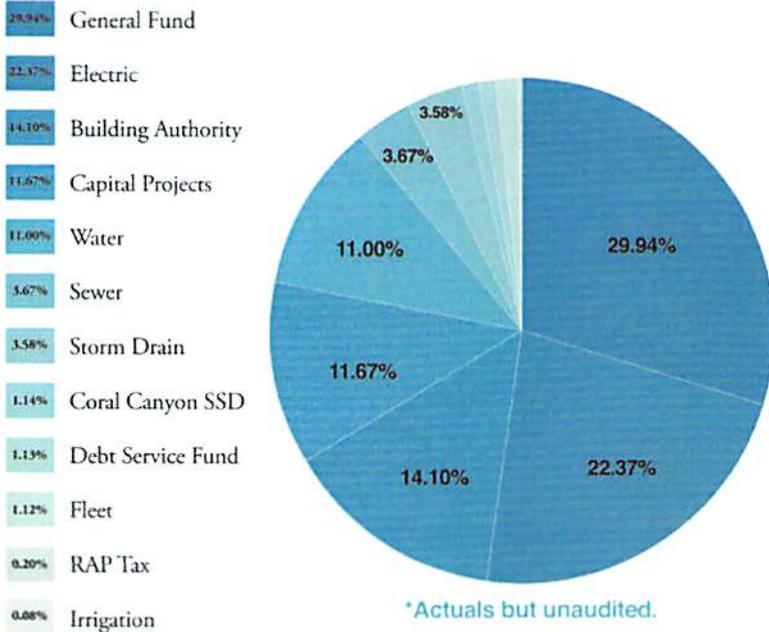
## 2016 Accomplishments

- Completed construction of the Police Department.
- Completed construction of the Sullivan Soccer Complex.
- Created the citizen advisory Power Board.
- Processed the most new residential building permits in the last ten years.
- Released a new website and mobile platform.
- Purchased the Sunrise Valley Bridge.
- Launched a financial transparency portal on our website.
- Completed several stormwater projects.
- Began the General Plan revision process.

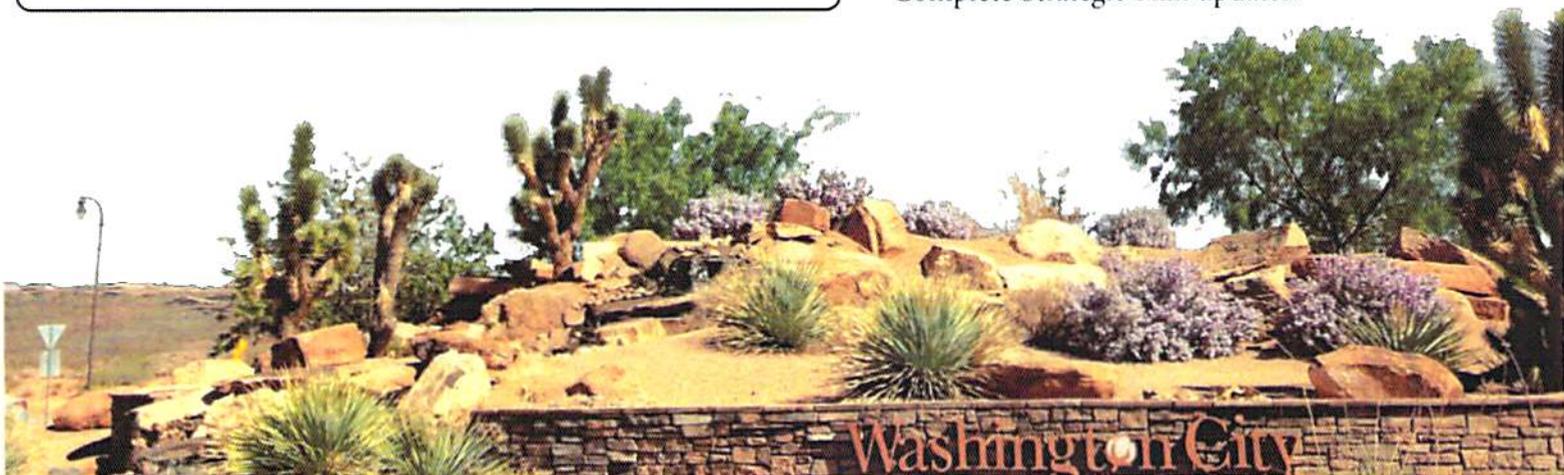
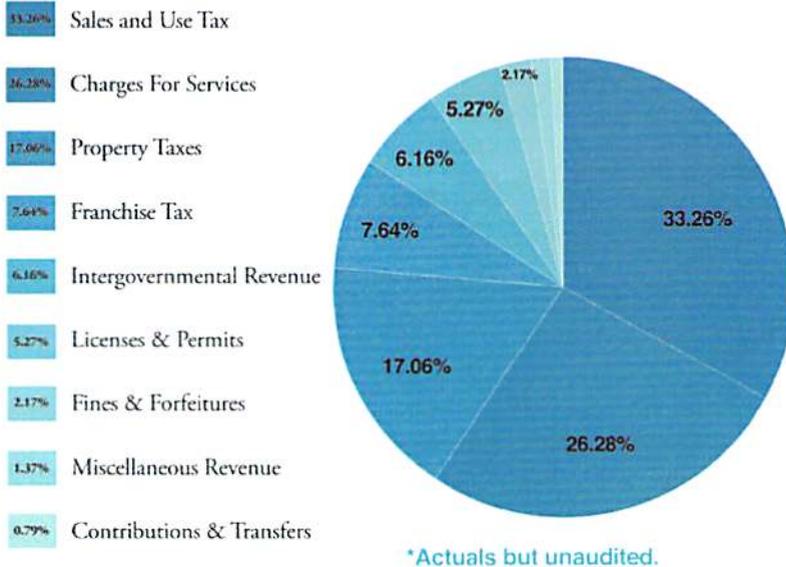
## City Goals for 2017

- Refinance high interest bonds to take advantage of low interest rates.
- Create a 3-year multi-budget forecast.
- Begin the Main Street/Parkway substation and transmission line.
- Provide & train officers with Naloxone for overdose victims.
- Start environmental study for Exit 11.
- Complete design of the Red Cliffs water tank.
- Increase the number of online forms available to the citizens.
- Remodel Veteran's Park bathrooms and pavilion.
- Begin the Boilers park project.
- Complete the General Plan updates.
- Complete Strategic Plan updates.

### Expense By Fund: Total Expense \$47,992,292.00



### General Fund Revenue: \$15,108,149.00



# BUXTON & WASHINGTON CITY, UT PARTNERSHIP

February 4, 2016, City of Washington City, UT entered into a partnership with Buxton to strengthen the City's retail recruitment program and tourism development strategies. Buxton's household-level consumer analytics have identified the most promising potential retailers and helped Washington City better understand who is visiting the City. Based on Buxton's analysis, city leaders are now beginning conversations with potential new retailers.

## The Buxton Approach for Washington City

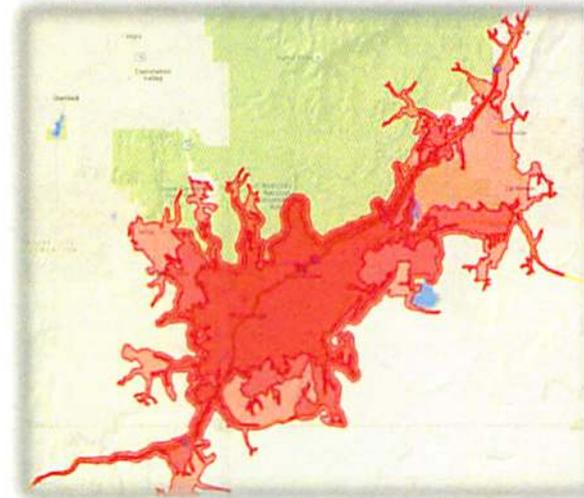
### Who

- We define **who** your best potential consumers are
- Overall Trade Area Consumer Insights:
  - **35.9%** of households in **20 minutes**: Young singles starting out, and some starter families, in diverse urban communities
  - **34.1%** of households in **20 minutes**: Retirees living in settled residences and communities
- Household level profile of Washington City credit card spend:
  - Head of Household: Over 45 - **65%** of **visitor** spend; Under 55 - **61%** of **resident** spend
  - At Least Some College Education: **69%** of **visitor** spend; **69%** of **resident** spend
  - Homeowner: **77%** of spend of **visitor** spend; **78%** of **resident** spend
  - Income level: \$50K-\$200K - **54%** of **visitor** spend; Less than \$100k - **85%** of **resident** spend
  - Married: **84%** of **visitor** spend; **90%** of **resident** spend
  - Children Present: **46%** of **visitor** spend; **60%** of **resident** spend

### Where

- We tell you **where** your best consumers are found
  - Core consumer base lives within **15-25 minutes** of Washington City
  - **St. George, UT Metro**: **54.34%** of spend
  - **Las Vegas-Henderson-Paradise, NV Metro**: **5.34%** of spend
  - **Cedar City, UT Micro**: **4.23%** of spend
  - **Salt Lake City, UT Metro**: **4.00%** of spend
  - **Provo-Orem, UT Metro**: **2.27%** of spend
  - **Ogden-Clearfield, UT Metro**: **1.75%** of spend
  - **Lake Havasu City-Kingman, AZ Metro**: **1.51%** of spend
  - **Los Angeles-Long Beach-Anaheim, CA Metro**: **1.45%** of spend

Drive-Time Trade Area: 15, 20, 25 Minutes



### Value

- We tell you the **value** of your best consumers and existing market conditions
- We provide you a competitive advantage
- We allow you to immediately respond to opportunities or threats in your community

## Summary

This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Washington City, UT. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in Washington City.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).

## 15-Minute Trade Area Overview



### Demographic Highlights

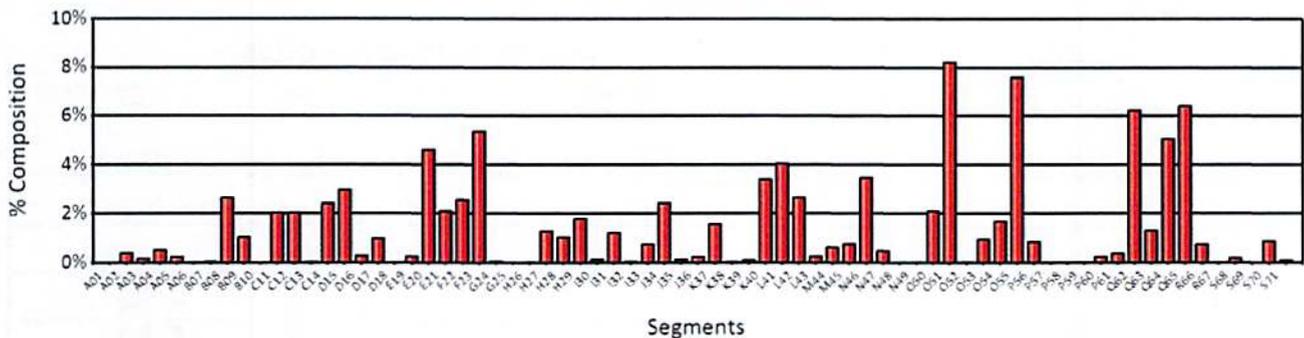
Population (Pop): 92,723	Pop Growth ('00 - '10): 57.5%
Workplace Pop: 46,384	Proj Growth ('15 - '20): 12.6%
Households (HH): 31,702	HH Growth ('00 - '10): 57.4%
Avg HH Income: \$65,589	Proj Growth ('15 - '20): 13.3%

### Top Household Segments

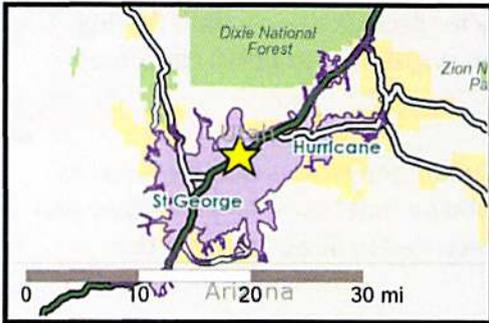
O51: Digital Dependents

O55: Family Troopers

Q65: Senior Discounts



## 20-Minute Trade Area Overview

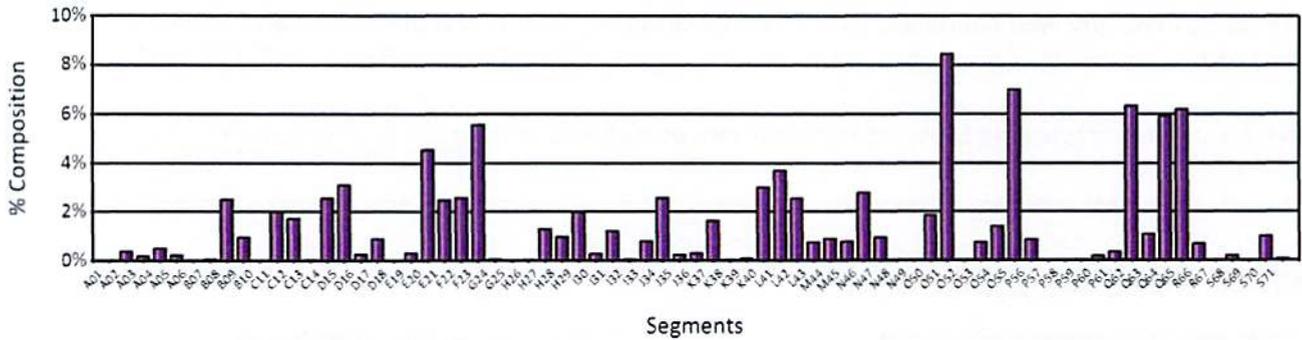


### Demographic Highlights

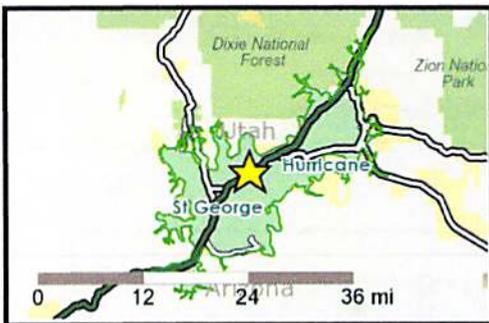
<b>Population (Pop):</b> 118,110	<b>Pop Growth ('00 - '10):</b> 56.8%
<b>Workplace Pop:</b> 51,208	<b>Proj Growth ('15 - '20):</b> 12.7%
<b>Households (HH):</b> 40,391	<b>HH Growth ('00 - '10):</b> 56.7%
<b>Avg HH Income:</b> \$65,281	<b>Proj Growth ('15 - '20):</b> 13.4%

### Top Household Segments

O51: Digital Dependents      O55: Family Troopers      Q62: Reaping Rewards



## 25-Minute Trade Area Overview

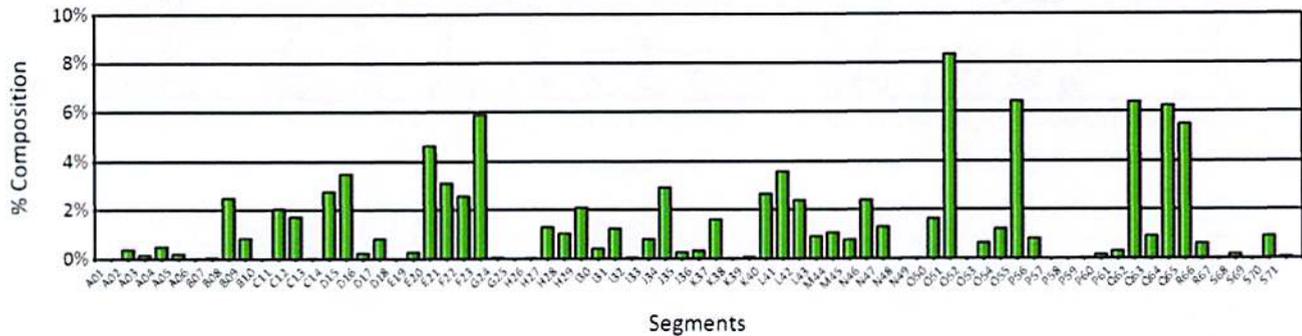


### Demographic Highlights

<b>Population (Pop):</b> 137,516	<b>Pop Growth ('00 - '10):</b> 54.2%
<b>Workplace Pop:</b> 53,607	<b>Proj Growth ('15 - '20):</b> 12.5%
<b>Households (HH):</b> 46,926	<b>HH Growth ('00 - '10):</b> 55.6%
<b>Avg HH Income:</b> \$65,794	<b>Proj Growth ('15 - '20):</b> 13.3%

### Top Household Segments

O51: Digital Dependents      O55: Family Troopers      Q62: Reaping Rewards

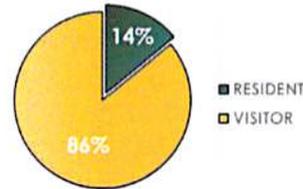


## Visitor Insights for Washington City, UT

Buxton conducted an in-depth analysis of credit card transactions that occurred within the community of Washington City to identify customers spending money within the community that were not residents.

### Credit Card Spend Distribution

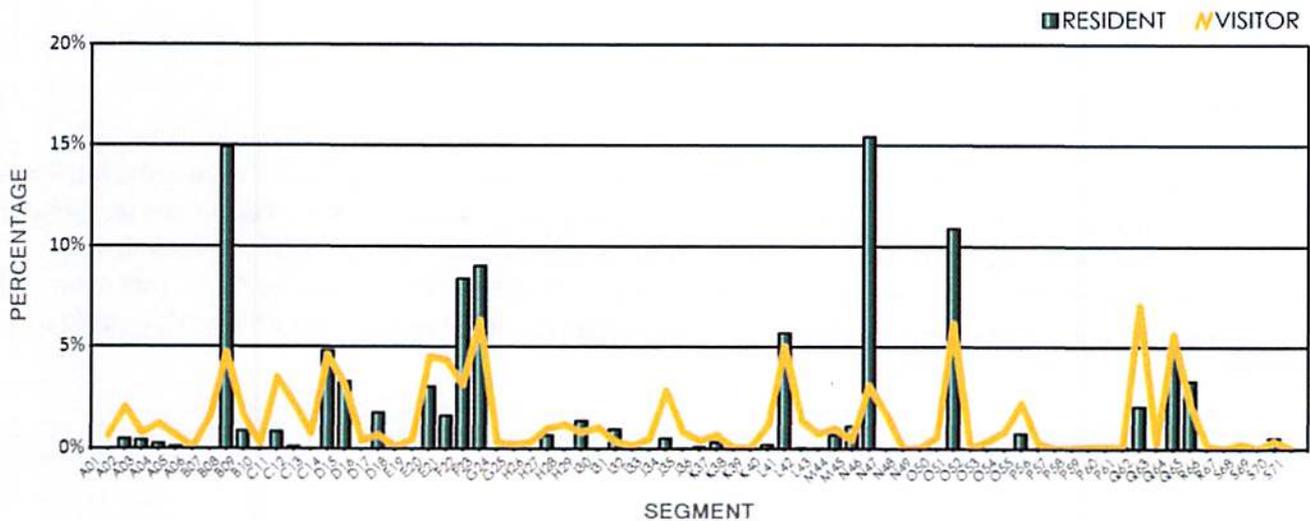
The chart to the right details the ratio of credit card transactions as they relate to those belonging to residents or visitors.



### Segmentation of Visitors and Residents

Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. A comparison has been drawn below to show the distinction of segments of those that are residents of Washington City and those that are visitors.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Segmentation Guide](#).



### Demographic Snapshot of Visitor and Resident

#### Visitor Snapshot:

- Age Range of 45+ (65%)
- Some College (69%)
- Homeowner (77%)
- Income \$50K-\$200K (54%)
- Married (84%)
- No Children Present (54%)

#### Resident Snapshot:

- Age Range of 55+ (61%)
- Some College (69%)
- Homeowner (78%)
- Income Less Than \$100K (85%)
- Married (90%)
- Children Present (60%)

## Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

**Roger Carter**  
City Manager - Washington City Corporation  
111 North 100 East  
Washington, UT 84780  
Phone: (435) 656-6307  
Fax: (435) 656-6376  
Email: [rcarter@washingtontcity.org](mailto:rcarter@washingtontcity.org)  
[www.washingtontcity.org](http://www.washingtontcity.org)

## About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

**Cody Howell**  
Vice President and General Manager - Public Sector Solutions  
[chowell@buxtonco.com](mailto:chowell@buxtonco.com)

**Buxton Company**  
817.332.3681 - [buxton@buxtonco.com](mailto:buxton@buxtonco.com)  
2651 S Polaris Dr, Fort Worth, TX 76137

**Buxton**

Group/Type	Group/Type Name	One-Line Description	U.S. Household (%)
A01	American Royalty	Wealthy, influential couples and families living in prestigious suburbs	1.33
A02	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes	0.96
A03	Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs	0.77
A04	Picture Perfect Families	Established families of child-rearing households living in wealthy suburbs	0.79
A05	Couples with Clout	Middle-aged, well-educated couples living in affluent metro areas	0.79
A06	Jet Set Urbanites	Mix of affluent singles and couples living in urban neighborhoods	0.69
B07	Generations Soup	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia	1.21
B08	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia	1.26
B09	Family Fun-tastic	Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities	0.94
B10	Cornopositon Achievers	Affluent middle-aged and established couples and families enjoying dynamic lifestyle in metro areas	1.10
C11	Aging of Aquarius	Upscale boomer-aged couples living in city and close-in suburbs	2.61
C12	Golf Carts and Gourmets	Upscale retirees and empty-nesters in comfortable communities	0.56
C13	Silver Sophisticates	Mature, upscale couples and singles in suburban homes	2.04
C14	Sports and Boomerangs	Baby boomer adults and their teenage/young adult children sharing suburban homes	1.39
D15	Sport Utility Families	Upscale, multi-generational households of middle-aged couples with school-aged children living active family lifestyles	1.44
D16	Settled in Suburbia	Upper middle class diverse family units living in established suburbs	1.04
D17	City de Sac Diversity	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods	0.76
D18	Suburban Affairment	Upper middle-class couples and families living mainly in the expanding suburbs	1.61
E19	Full Pockets, Empty Nests	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles	1.51
E20	No Place Like Home	Upper middle-class multi-generational households in exurban areas	2.05
E21	Unruffled Splendor	Comfortably established baby boomer couples in town and county communities	2.55
F22	Fast Track Couples	Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles	2.24
F23	Families Matter Most	Young, middle-class families in scenic suburbs leading active, family-focused lives	1.12
G24	Staus Seeking Singles	Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles	1.66
G25	Urban Edge	Younger, up-and-coming singles living big city lifestyles located within top CSA markets	1.52
H26	Progressive Potpourri	Mature, couples with comfortable and active lives in middle-class suburbs	1.57
H27	Bittericks and Beeners	Upper middle-class, established singles and couples living leisure lifestyles in small towns and cities	1.08
H28	Everyday Moderates	Middle-class, multi-cultural couples and families living in mid-tier metro suburban settings	0.73
H29	Destination Recreation	Middle-aged, mid-scale couples enjoying active lifestyles in the suburbs	0.59
I30	Stocks and State Parks	Middle-class couples and families living in more remote rural communities	1.52
I31	Blue Collar Comfort	Middle-class families in smaller cities and towns with solid blue-collar jobs	1.09
J32	Steadfast Conventionalists	Conventional Generation X families located in selected coastal city homes	1.44
J33	Balancing in Place	Middle-class families living lifestyle in city-centric neighborhoods	1.11
J34	Agings in Place	Middle-class seniors living solid, suburban lifestyles	2.77
J35	Rural Escape	Older, middle-class couples and singles living comfortable lives in rural towns	1.61
K36	Settled and Sensible	Older, middle-class and empty-nesting couples and singles in city neighborhoods	1.88
K37	Wired for Success	Young, mid-scale singles and couples living socially-active city lives	0.95
K38	Cotton Blend	Mix of middle-aged and middle-class singles and couples mainly living urban New York City-area lifestyles	1.15
K39	Metro Fusion	Middle-aged singles living urban active lifestyles	0.48
K40	Bohemian Groove	Older unattached individuals enjoying settled urban lives	2.27
L41	Booming and Consuming	Older empty-nesting couples and singles enjoying relaxed lives in small towns	0.99
L42	Rooted Flower Power	Middle-class baby boomer singles and couples rooted in established suburban communities and approaching retirement	2.86
L43	Homemade Happiness	Lower middle-class baby boomer households living in remote town and country homes	2.72
M44	Red, White and Bluegrass	Lower middle-income rural families with diverse adult and children household dynamics	1.56
M45	Dappers and Debit Cards	Young, working-class families and single parent households living in small established, city residences	1.41
M46	True City Americans	Older, middle-class households in town and county communities located in the nation's midsection	1.62
M47	Countrified Pragmatics	Lower middle-income couples and singles living rural, casual lives	1.31
M48	Rural Southern Bliss	Lower middle-income multi-generational families living in small towns	1.27
N49	Touch of Tradition	Working-class, middle-aged couples and singles living in rural homes	0.78
O50	Full Steam Ahead	Younger and middle-aged singles gravitating to second-tier cities	0.62
O51	Digital Dependents	Mix of Generation Y and X singles who live digital-driven, urban lifestyles	3.84
O52	Urban Ambition	Mainly Generation Y singles and single families established in mid-market cities	1.24
O53	Colleges and Cafes	Young singles and recent college graduates living in college communities	0.90
O54	String Single Scene	Young, singles living in Midwest and Southern city centers	2.43
O55	Family Troopers	Families and single-parent households living near military bases	1.94
P56	Mid-scale Madley	Middle-aged, mid-scale income, single adults and families living in urban areas	1.11
P57	Modest Metro Means	Middle-class singles established in inner-city communities	0.68
P58	Heritage Heights	Singles and families with mid and low incomes living settled lives in urban apartments	0.52
P59	Expanding Horizons	Middle-aged, mid-scale income families living mainly within US border cities	1.28
P60	Living Forward	Middle-class non-native speaking families working hard to make a living in metro areas	1.09
P61	Humble Beginnings	Multi-cultural singles and single-parent households with mid-scale incomes in city apartments	0.56
Q62	Reaping Rewards	Retired, retired couples and widowed individuals in suburban homes living quiet lives	1.59
Q63	Footloose and Family Free	Elderly couples and widowed individuals living active and comfortable lifestyles	0.50
Q64	Town Elders	Stable, minimalist seniors living in older residences and leading sedentary lifestyles	4.19
Q65	Senior Discounts	Single or widowed retirees settled in city apartment communities	1.74
R66	One to Dream	Young singles, couples and single parents with lower incomes starting out in city apartments	1.89
R67	Hope for Tomorrow	Young, lower-income single parents in second-city apartments	1.07
S68	Small Town Shallow Pockets	Older, low income singles and empty-nesters living in modest ex-urban small towns	1.72
S69	Urban Survivors	Older, lower income singles and single parents established in modest urban neighborhoods	1.43
S70	Tight Money	Middle-aged, lower income unattached individuals in transitional small town and ex-urban apartments	0.26
S71	Tough Times	Older, lower income and ethnically-diverse singles typically concentrated in inner-city apartments	0.72



**Economic Development Department Updates**  
**October 25, 2016**

**Marketing:**

- Economic Development Brochures
- Washington City Market Overview Report
- Revise I-15 Freeway Billboard: South Bound
- Redevelopment of Economic Development Webpage
- Franchise Opportunities

**Business Recruitment:**

- Buxton Company Top 20 (Identifying retail matches)
- Retail Recruiting Efforts (Phone Calls, Emails, Direct Mail, Drip-System)
- Attend ICSC Conference in May

**Business Expansion:**

- Business Networking Presentations & Workshops
- Shop Local Campaign
- Holiday Drop & Shops

**Partnerships**

- Economic Development Stakeholders Committee
- Buxton Company
- SITLA
- Washington County Economic Development Department
- Realtor Relationship Meetings
- Washington County Board of Realtors Affiliate Program
- Networking: Corporate Alliance, BNI, St. George Chamber of Commerce, Washington Area Chamber of Commerce, Local Common Wealth (Dixie Business Network)

**Measurement Tools:**

- Performance Measures

**Tourism: "Rising Tides"**

- Sullivan Soccer Park (Tournaments from out of county)
- Washington City Community Center (State & Region Swim Meets)
- Huntsman World Senior Games
- Green Spring Golf Course