

AGENDA ITEM IV.

**NOFO: EDA-DEN-TA-DRO-2018-2005672**  
FY 2018 EDA University Center Economic Development Program Competition

Dixie State University along with Southern Utah University

July 14, 2018

AGENDA ITEM IV. (continued)

**SECTION 3 - SCOPE OF WORK**

By creating an EDA University Center, the 5 county region will be able to not only fill critical gaps in the economic ecosystem, but will be able to extend business service delivery, consulting and business education to remote and distressed communities in the region. These activities will be broadcast and marketed through marketing and communications personnel at each university. The following activities will be performed throughout the 5 county region:

(1) Activity: Incubate new businesses in rural Southwestern Utah, including working with the Paiutes Native American Tribe, with a focus on the target clusters of tech, healthcare, biomedical and aviation. This includes technology and product commercialization.

Performance Measures and Economic Impact: In today's increasingly connected economy, technology has eliminated geographic barriers to business creation and success. The BRCs at DSU and SUU will extend and expand their services to support new business creation in rural communities. Together, the BRCs will create 25 businesses annually, totaling 125 new business over the five-year period of this grant.

(2) Activity: Develop and deliver business training modules and speeches on startup and growth best practices throughout Southwestern Utah via in person and electronic means. This will include an online entrepreneurial seminar series that members of the community can participate in. Performance Measures and Economic Impact: Produce 20 published trainings/speeches annually. These trainings will include best business practices for established businesses, startups and charitable organizations. Additionally, we will create "lessons learned" videos where experienced entrepreneurs will share their professional experiences that led to business success. 100 trainings will be produced through year five.

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- (3) Activity: Support business expansion and retention throughout rural southwestern Utah to ensure that already established businesses can growth their customer base and hire new employees. Performance Measures and Economic Impact: Conduct service needs assessments with 100 businesses annually and produce referrals to requested business service providers, totaling 500 needs assessment sessions over the five-year period, with at least 70% receiving referrals to business service providers.
- (4) Activity: Establish a “traveling” hands-on entrepreneurial development center that provides consulting and follow up visits to rural communities in the 5 County AOG. Performance Measures and Economic Impact: Conduct 80 consultations supporting the creation of 35 jobs annually. After 5 years 400 consultations and 175 jobs will be created.
- (5) Activity: Conduct workforce development in key industry clusters of tech, aviation, healthcare, and bio-research. Performance Measures and Economic Impact: Work with Utah Department of Workforce Services and key industries to develop one pipeline program for each industry that supports workforce needs to fill existing talent gaps. This will create four ongoing pipeline programs over the course of five years.
- (6) Activity: Conduct a market assessment to determine the capacity of high tech growth in Washington County through a partnership with USTAR. Performance Measures and Economic Impact: Complete one assessment by the end of year one to determine tech growth feasibility after which focus groups will determine implementation strategy for years 2-5.

## **SECTION 4 - SUPPORTING INFORMATION**

Both DSU and SUU have a long history of collaboration on regional economic development projects and work closely as regional partner BRCs. The staff of each BRC offer decades of business experience, many of which in rural and distressed communities. These

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professionals are certified business counselors, business valuers, international business consultants, and have supported thousands of businesses over the course of their careers, collectively. The St. George BRC director was also the designer and implementer of the Governor's 25,000 Jobs Initiative Launch. Both institutions are currently developing entrepreneurship centers and programming that will have a regional impact that will prepare individuals and communities for strong and innovative economic growth. Reporting controls have been put in place to ensure that there is no duplication of services. All economic partners associated with the BRC will be involved with promoting and supporting the programming that will be funded through this grant, thereby avoiding any duplication. A program coordinator (based at DSU) and a program associate (based at SUU) will work closely together to develop and implement programming that is coordinated with economic development contacts in each county/city/town, with the Paiute tribe, the SBA district office, Export Assistance Center, local government officials, private sector stakeholders and other local economic stakeholders. Program staff will report to the DSU and SUU BRC directors.

#### **SECTION 5 - PROJECT FIT WITH EDA PRIORITIES**

The 5 County Region University Center grant directly supports the following EDA priority: Recovery and Resilience. This grant will allow the region to launch activities that will generate economic diversity throughout the region through new business creation in the four target regional industry clusters. This will prepare the region to effectively compete in a global economy, create new high-paying jobs and attract outside investment.

#### **SECTION 6 - PROJECT TIMELINE**

Activity	Year One	Year Two	Year Three	Year Four	Year 5
One	25 New Businesses	25 New Businesses	25 New Businesses	25 New Businesses	25 New Businesses
Two	20 Trainings	20 Trainings	20 Trainings	20 Trainings	20 Trainings

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Three	100 Assessments, 70% Referral rate	100 Assessments, 70% Referral rate	100 Assessments, 70% Referral rate	100 Assessments, 70% Referral rate	100 Assessments, 70% Referral rate
Four	80 Consultations, 35 New jobs	80 Consultations, 35 New jobs	80 Consultations, 35 New jobs	80 Consultations, 35 New jobs	80 Consultations, 35 New jobs
Five	Create 4 industry pipeline programs	Maintain 4 industry pipeline programs	Maintain 4 industry pipeline programs	Maintain 4 industry pipeline programs	Maintain 4 industry pipeline programs
Six	Initiate tech industry study and receive results				