

NOTICE

Notice is hereby given that the Mayor and City Council will hold a Work Session on Wednesday, July 10, 2013 in the Council Chambers, 45 West 100 South, beginning at 6:00 pm.

DISCUSSION ITEMS

1. Report – Economic Development Training – Dennis Marker
2. Discussion – Review of the Ferguson Development Agreement
3. Discussion – Final Terms of the Revised Parking Ordinance
4. General Discussion

If you are planning to attend this Public Meeting and, due to a disability, need assistance in understanding or participating in the meeting, please notify the City Office ten or more hours in advance and we will, within reason, provide what assistance may be required.

CERTIFICATE OF MAILING

The undersigned duly appointed City Recorder for the municipality of Santaquin City hereby certifies that a copy of the foregoing Notice and Agenda was e-mailed to the Payson Chronicle, Payson, UT, 84651.


By: Susan B. Farnsworth, City Recorder

Posted:
City Offices
Post Office
Zions Bank

**MINUTES OF A WORK SESSION
HELD IN THE COUNCIL CHAMBERS
JULY 10, 2013**

The meeting was called to order at 6:00 pm by Mayor James E. DeGraffenried. Council Members attending: Keith Broadhead, Matthew Carr, Kirk Hunsaker, James Linford, and Rick Steele.

Others attending: Director Dennis Marker, Director Dennis Howard and William Ferguson.

DISCUSSION ITEMS

Discussion – Review of the Ferguson Development Agreement

Director Marker reviewed the proposed Development Agreement with those in attendance. After the discussion, it was determined that the City will cover the cost of materials of the culinary upsizing to the new lot and City will cover the cost of the Pressurized Irrigation pipe to the new lot with Mr. Ferguson will bear the cost of the installation.

Discussion – Final Terms of the Revised Parking Ordinance

A discussion was held with regard to revising the current parking Ordinance. Consensus of the Mayor and Council was that there will be no parking/storing of non-motorized trailers on the streets with curb and gutter for more than 48 hours. As for the parking issue along 300 West, the Council determined no on street parking at all will be allowed. Director Howard will meet with Director Eva to have signed ordered and placed along 300 West. As for the parking/storing of non-motorized trailers, the residents will be informed via the website and the newsletter.

Report – Economic Development Training – Dennis Marker

Director Marker spent a week in Denver attending an Economic Development Training. He reviewed the information he received during the week long training (see attachment "A" for the information reviewed).

Mayor DeGraffenried reported in the past the City has had an Economic Development and Marketing Committee. He would like to see these committees "resurrected".

Council Member Broadhead commented in order to have a piece of property "shovel ready" there needs to be natural gas available. Mayor DeGraffenried was in agreement and commented that could be an issue one of the committees could work on.

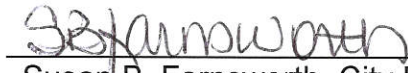
General Discussion

Mayor DeGraffenried reported Linda Broadbent would like to chair a Community Beautification Committee. She will present the Mayor with names of residents who will be willing to serve on the Committee for the approval of the Council Members.

With no additional issues to discuss, at 7:43 pm the meeting adjourned.

Approved on July 17, 2013.


James E. DeGraffenried, Mayor


Susan B. Farnsworth, City Recorder

Economic Development

Insights from IEDC Training

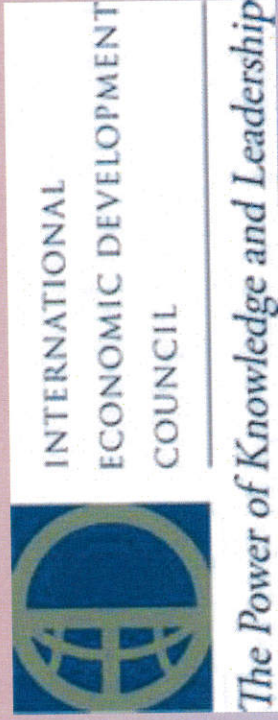
Presented by
Dennis L. Marker
July 10, 2013

The Training

Dates: June 10 – 14

Place: Denver, CO

Who:



www.iedconline.org

Colorado
State
University

Incentives

What: Site Selection Process Workforce Development

Land Use Nexus BEAR Finance Strategic Planning Ethics

Funding Development/Reuse Real Estate Managing EDOs

Technology Markets Small Businesses Business Attraction

Planning

Land Use Nexus

Real Estate

ReDevelopment

Marketing

Site Selection

Prospect Handling

Incentives

Funding

Organization

Purpose of Economic Development Positively Influence Economic Change through

- Wealth Generation
- Economic Diversification
- Job Growth & Preservation
- Building the Local Tax Base

Quality of Life Begins with A Good Job

“A job is no longer just the roof over your head and the food on your table, it’s your health care, your kids education and your retirement.”

Econ 101

Planning

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Organization

Generally 4 areas of activity

- **Support Existing Businesses**
 - So they will stay and grow
- **Attract New Employers**
 - To expand and diversify econ base
- **Growing New Companies**
 - Incubators, entrepreneurial assistance
- **Educating about Local Business**
 - So they are appreciated and supported

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Most Important Element

NETWORKING WITH STAKEHOLDERS

Public Sector (investors, Tax payers)

Private Sector (investors, Employers)

**General Public (Media, Community
Groups, Gov't)**

**Information is King, but Getting
the word out is Queen**

Planning

- ## Global Trends to Consider
- Worker Shortages as early as 2018
 - College Graduates choosing city life (64% in 2000, 94% in 2010)
 - Educational institutions are economic anchors, stabilizers
 - Ecommerce only 5% of sales but influences 53% of purchases
 - Shortage of doctors and nurses by 2020
 - Aging Boomers means health care companies are economic stabilizers and good civic partners
 - Eating and Drinking out performs retail
 - Millennials (1997 – 2003) more concerned about life style
 - Access to technology is key

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Planning Economically

- **Where** are we now vs. our competition
- **What** assets have we to build on?
- **What** barriers to overcome?
- **Where** do we want to be?
- **Where** can we have impact toward the goal?
- **Who** are the leaders
 - To maintain a vision
 - To build consensus
 - To strive for Big Hairy Audacious Goals

Land Use Nexus

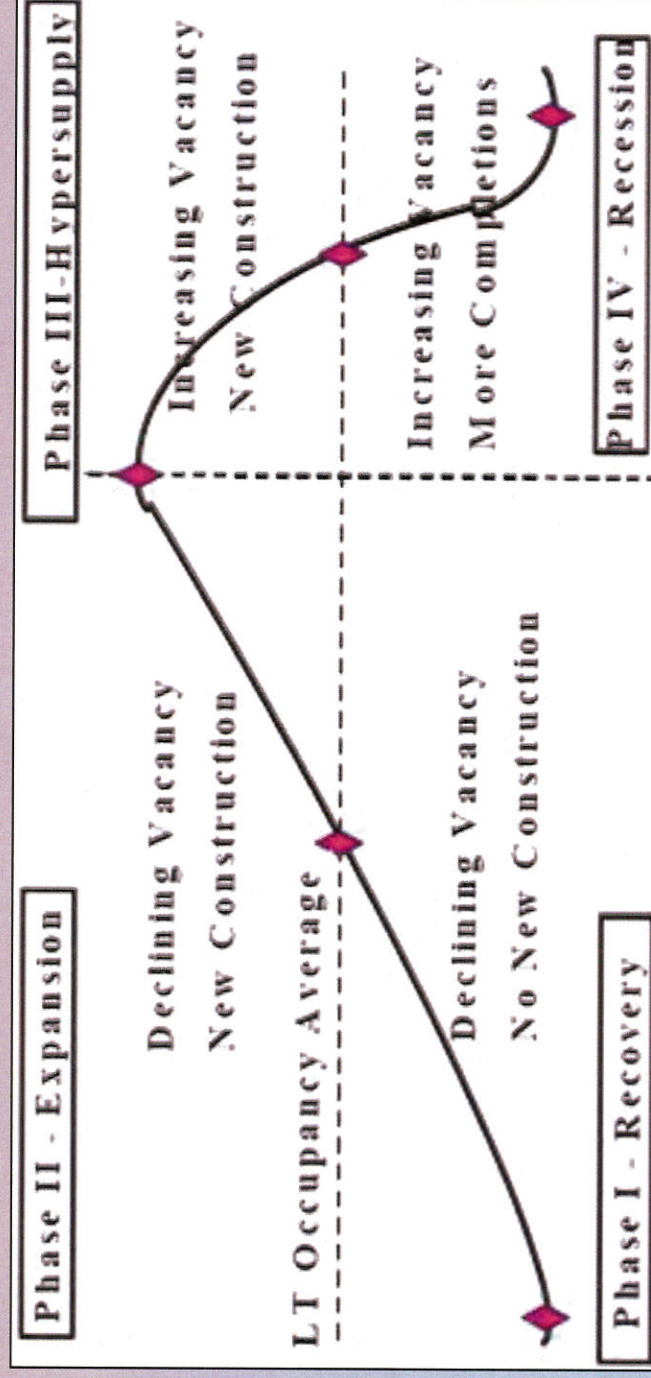
Community Development

- **Amenities** (e.g. Grocery store, parks, education, civic facilities, etc.)
- **Your downtown is the greatest social and economic indicator of your community.**
Needs promotion, attraction, design, organization
- **Housing** (seasonal, workforce, affordable, market, executive) The Boss likes work close to home.
- **Marketing** (special events, festivals, website)
- **Infrastructure** (Capacity in all utilities for Desired Users?)
- **Public Engagement**
- **Zoning in Place**
- **Review Processes**

Real Estate

Commercial

- Location, Location, Location
- Timing, Timing, Timing



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ReDevelopment

**Boldy go where no . . .
developer wants to**

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Marketing

- **WHO** your target market is
- **WHAT** you are selling (your community's distinguishing attributes)
- **WHERE** you will be putting your marketing resources (marketing mix)
- **WHEN** you will perform marketing activities
- **WHY** you are marketing (goals & objectives)
- **HOW** you will pay for each item

Identify

Marketing

Advertising	Publicity	Promotional Materials	Website	Direct Mail	Personal Selling	Social Media
<u>Print Media</u> Newspaper Magazines Billboards Buses & Benches Electronic <u>Media</u> Television Radio Internet	Editorials Awards Blogs	Brochures Videos Newsletters Specialty Items Electronic Presentations	(cross-promotion with other techniques)	Postcards Specially packaged information Specialty Items	Trade shows Events Prospecting Networking	Blogs Micro-blogging RSS Photo-sharing Podcasts Social News Social Networking Video sharing Wiki

If you do nothing else for business attraction, fully utilize your website to market your community.

Marketing

- 80% of site selection is done remotely
- Selection time frame is 4-8 weeks
- Initial screening includes 100's of cities.
- "If you have \$2,000 to spend on marketing – spend it on your website."
- Don't make people scroll for the contact information.
- Have a database of available properties (GIS, site brochures, etc.)
- Ask partners to share your link
- Search Engine Optimization
- Track most frequented pages
- Publicize Rankings and Awards

Website

Marketing & PR

- Discover Your Online Communication Style
- Optimize Your Website
- Know Your Metrics
- Make Your Story Easy to Find Online
 - Recent National News & Rankings
 - Press Releases and Articles
 - Great Photography available for download
 - Contact info
 - Social media connections
- Be Aware of Conversations (Good, Bad, & ...)
- Be Proactive in Telling Your Story
- Socialize Favorable Content (web stories)
- Mobilize Digital Ambassadors
- Repurpose Relevant Content
- Rinse, Wash, Repeat

Site Selection Process

Once an industry is identified

Contact Major companies to find out their CLFs
(Labor, Transportation, Real Estate, Cost, Special, etc.)

Know industry site selectors and begin networking.

This does not mean marketing.

Make sure the available information is current and correct.

Ask questions about what a company will bring to the city. It shows intelligence and protection of existing businesses, which companies are drawn to.

Be prepared to connect with each hat that may come to the table (Real Estate, HR, Operations, Finance, Distribution, Legal, Share holder, etc.)

“Picture this...’ should never be part of a sales pitch”

“Quality of life is never considered”

Prospect Handling

- **Contact - One point - “No one should know the city better and no one should be better at selling it.”** (Demographics, Workforce, Infrastructure, Real Estate)
- **Facilitation – Be the go between**
- **Advocate – Regulation, Taxes/Fees, Incentives, Industry**
- **Scape Goat – Be the head bullet taker**
- **Confidentiality – Confidentiality**
(use code names, limit those in the know, keep information confidential)
- **Offer incentives only when asked. Don’t look desperate. (“Negotiable upon request”)**

Incentives

Types

- Tax Abatements and Credits (Real, Sales)
- Recruiting and Training Assistance
- Land/space cost write-downs
- Utility incentive rates
- Project financing/grants
- Relocation Assistance

Incentives

- Cities should only provide incentives on “new” revenue.
- Never give more than 50% of the anticipated increase.
- All incentives should be through written agreements
- Performance Based Incentives
- Consider Claw Back provisions
- Consider incentives to existing businesses if they are expanding

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Funding

FUND THE VISION NOT GOVERNMENT

Types:

Tax Increase

Tax Increment

Grants

Investors (Necessitates Third Party)

- other governments, private, utilities, grants, public
- 60/40 – 40/60 pledge system
- 501c(3) organization with investor represents.
- Friends of Santaquin resolution

Organization

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- Every Employee should be focused on economic development. Keeping ears to the ground and forwarding ideas or leads.
- All first contact personnel should be trained/informed about available info and appropriate contacts.
- Need a “critical response team” to address potential stressed or failing businesses.
- Redevelopment Agency
- Marketing Committee
- Non-profit arm