

# Economic Development Essentials

## Topics

## Presenters

Branding

Databases

Site Packaging

Advertising

Strategic Plan

Funding Economic Development

Web Marketing

Incentives

Negotiating the "Deal"

Follow-up System

ICSC and RECON

Downtown

RDA

### **Richard M. Bradford, Economic Development, Pleasant Grove**

Bradford has directed the Pleasant Grove Economic Development office since 2006. Since that time he has assisted in recruiting fifteen office projects into The Grove. Those companies employ 630 people in technology and business services categories.

Prior to that, Bradford worked with the city of West Valley as an RDA administrator and business recruiter.

Bradford has had economic development consulting contracts with eight cities including one in Denver, one in California, and six in Utah.

For five years, Bradford was part of Utah Valley University's adjunct faculty and taught numerous classes in marketing, economics, and finance.

Twice, Bradford has been president of the Utah Alliance for Economic Development, and was the founder of its predecessor organization.

### **David J. Oka, Management Analyst III, Provo City**

Responsibilities at Provo City include retail recruitment and business assistance

Previously worked for:

1988 – 2002 City of Las Vegas Redevelopment Agency. Projects include: Fremont Street Experience, Lloyd George Federal Courthouse, Stratosphere Hotel Casino.

2002 – 2006 Redevelopment Agency of Salt Lake City Projects include: KUTV Studios relocation to Main Street, Main Street incentives program, Various housing and commercial projects.

2006 – 2011 City of North Las Vegas Redevelopment Agency Projects include: Las Flores Shopping Center, Cheyenne Point Shopping Center.

### **David G. Anderson, Community Development Director, Spanish Fork City**

Dave is the Community Development Director for Spanish Fork City, a community of 36,000 residents located at the junction of Interstate 15 and US Highway 6. His responsibility includes oversight of the city's Planning and Building Inspection Divisions and administration of the city's economic development program.

Previously worked as the Planning Director for the City of Saratoga Springs. Other professional experience includes work with Hubble Engineering, Inc. and Utah County.

A graduate of Brigham Young University with a degree in Planning and Resource Management, he joined the American Institute of Certified Planners in 2004 and currently serves as the Public Sector Chair for the ICSC Western States Alliance. Dave is also active in the Urban Land Institute and the Utah Economic Development Alliance.

# Economic Development Essentials

## Presentation Outline

### Richard Bradford

#### Branding

What do you want to put in the head of your customer?

Who is your customer?

What can you do to get your customer's head in the right place?

#### Databases

Sites

Buildings

Community Info

Client Files

#### Site packaging

Sorry, the shelves are empty.

We'll get back to you on that.

Price, plat, proximity, zoning, utilities, BTS or BTL, CDA.

#### Advertising

Web

Mass Media

Direct

Cold Calling

Strategic Plan

We don't know where we're going, so we'll spend a ton of \$ getting there.

Re-invent your program every year.

Objective vs. Goals vs. Action Items (the Metaphor)

Make it an activity, not a meeting.

### David Oka

#### Funding of Economic Development

Industrial Development Bonds / Industrial Revenue Bonds

New Market Tax Credits

EDA Grants

Enterprise Zones

CDA

Renewable Energy Development Incentives

SBA Loans

Web Marketing

City's Web Page

Links

Sales Tax Rebates

### Economic Development Incentives

Impact Fee Waivers

Permit Fee Waivers

Property Tax Rebates

#### Negotiating the "deal"

Two-party Negotiations

Three-party Negotiations

Importance of Confidentiality

Closing the Deal

#### Follow-up System

Record Keeping

Timing – not too soon, not too late.

Good Communications

### Dave Anderson

#### ICSC and RECON

##### Downtown

Surrounding Land Uses

Accessibility

Signage

Public Space

Public Art

Landscaping

Tax Increment - Urban Renewal Project Area

Historic Preservation, tax credits

Parking

Grants

Design Guidelines

Programming

Marketing

#### RDA

Tax Increment

Three types of areas. EDA, CDA and URA.

Urban Renewal. Blight must be found, eminent domain is allowed.

Economic Development. Job creation tool, no taxing entity committee.

Community Development. No taxing entity committee, school districts and other entities may participate but it is not essential for them to do so.

Expense. Cost to create areas may be substantial.