

Utah League of Cities and Towns Economic Development Essentials

September 16, 2011

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Branding



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Databases



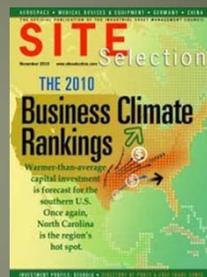
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Site Packaging



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Advertising



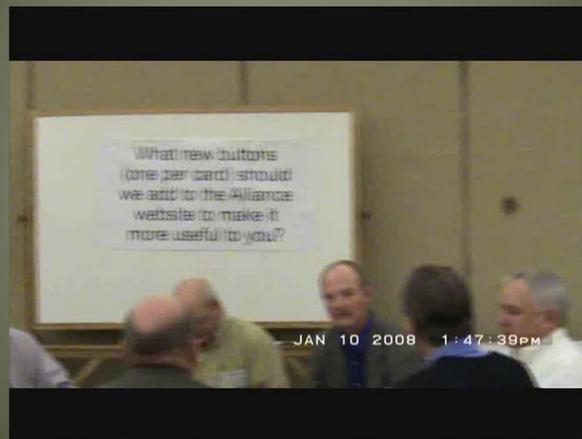
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Strategic Plan



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Strategic Plan



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Strategic Plan

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Funding Economic Development

- Industrial Development Bonds / Industrial Revenue Bonds
- New Market Tax Credits
- EDA grants
- Enterprise Zones
- CDA
- Renewable Energy Development Incentives
- SBA loans

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Web Marketing

City's web page
Links

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Incentives

Impact fee waivers
Permit fee waivers
Property tax rebates
Sales tax rebates

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Negotiating the "Deal"

- Two-party negotiations
- Three-party negotiations
- Importance of confidentiality
- Closing the deal

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Follow-up System

- Record keeping
- Timing – not too soon, not too late
- Good communications

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ICSC and RECON

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the shopping center industry. Its 50,000 members in the U.S., Canada and more than 80 other countries include shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers and other professionals as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world.

Community Relations promotes public-private partnerships and works to enhance communication between the public and private sector on emerging issues that impact the retail real estate industry and the quality of life in local communities. The primary mechanism is the ICSC Alliance Program.

Public Sector + Private Sector = Economic Success

The Alliance Program is a special ICSC initiative which provides forums for the public and private sectors to network, share ideas, discuss industry issues and explore retail development opportunities.



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Downtown

- Surrounding land uses.
- Accessibility.
- Signage.
- Public space.
- Public furniture.
- Public art.
- Landscaping.
- Tax increment - Urban Renewal Project Area.
- Historic preservation - tax credits.
- Parking.
- Grants - facade grants.
- Design guidelines.
- Programming.
- Marketing.

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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.

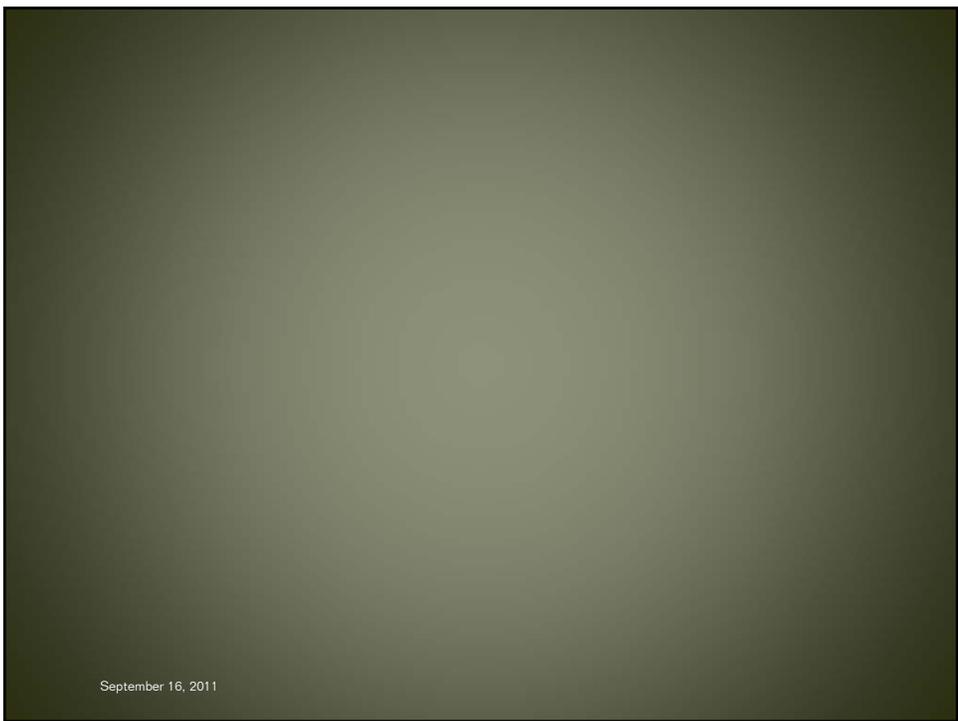
Fingerhut Building – Western Distribution Center

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