

Economic Development

The following goals, strategies, and recommendations for economic development are a product of the public and stakeholder input received, existing conditions in Brigham City, and regional and state economic development approaches.



Insulated metal panel (IMP) manufacturing facility located in Brigham City, Utah. Source: Utahbusiness.com

Economic Development High Level Goals

1. Foster job creation of family-supporting opportunities for current and future residents and increase the median income of Brigham City residents.

2. Grow and diversify the city revenue to continue quality municipal services and address the issues raised in the General Plan without disproportionately increasing tax rates or demand for public services.

3. Support targeted industrial development to diversify the economic base and create stable employment opportunities.

4. Promote economic diversification and innovation to ensure long-term economic resilience.



Local Businesses



Economic Development Goals, Strategies, and Recommendations

1. Foster job creation to support population growth and create opportunities for existing residents and increase the median income of Brigham City residents.

1.1. Allocate and manage industrial land to support job creation and sustainable growth.

1.1.1. Promote contiguous and symbiotic industrial development, rather than piecemeal. *The city should review and, if necessary, adopt zoning ordinances that are rooted in contiguous development. These ordinances should thoughtfully address design issues, lot sizes, and other zoning controls that might result in undesirable industrial development. By doing so, the City can concentrate the need for road capacity, transit service, and utility infrastructure. Moreover, it can also concentrate jobs and bring more employment opportunities to Brigham City residents.*

1.1.2. Support airport-compatible industrial and commercial businesses through zoning. *The City should develop and adopt zoning ordinances that reserve designated land near the airport for airport-compatible uses. In developing the ordinance, the City should consider setbacks, lot sizes, and other zoning controls that would impact how the designated areas could be maximally developed to allow as much dense development on the sites given the road capacities. In the process, the co-location of airport-compatible uses will result in symbiotic businesses and high-paying jobs and support the growth of Brigham City's airport.*

1.1.3. Conduct an assessment to distinguish jurisdictional wetlands from non-jurisdictional wetlands to optimize land use. *The City should conduct a thorough assessment to differentiate naturally occurring jurisdictional wetlands from those created by agricultural practices or which are otherwise non-jurisdictional. This assessment will ensure that land use decisions are based on accurate environmental data, allowing the City to protect valuable wetlands while optimizing other areas for development.*



Wetlands Near Brigham City. Source: DNR/UGS

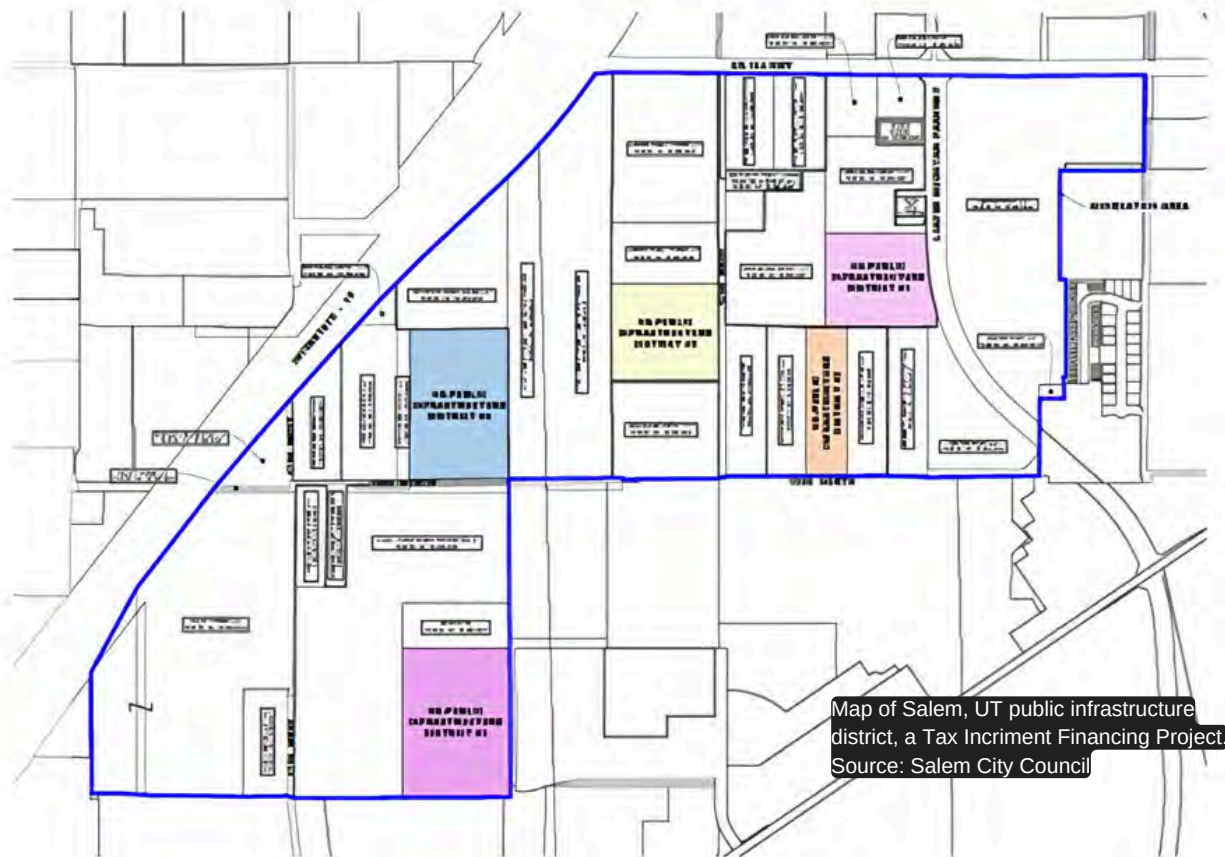




1.1.4. Utilize the powers enabled by the Utah Industrial Facilities and Development Act (UCA 11-17), when appropriate and feasible, to attract and retain employment opportunities in designated industrial areas. The City should leverage the Utah Industrial Facilities and Development Act to attract and retain businesses by offering financial incentives, such as tax-exempt bonds, to support the development of industrial facilities. This tool can be used to stimulate job creation in designated industrial areas, enhancing Brigham City's economic base by encouraging long-term investments and supporting industries that align with the City's growth and development goals.

1.1.5. Utilize the powers enabled by the Community Reinvestment Agency Act (UCA 17C) in targeted areas to accomplish the goals of the General Plan. The City has a Redevelopment Agency (RDA), which functions as the Community Reinvestment Agency in Brigham City, and enables the creation of tax increment financing project areas. These project areas have been used effectively by the RDA and will continue to be available as a tool to accomplish community and economic development goals.

Sample map of a Reinvestment Area



Map of Salem, UT public infrastructure district, a Tax Increment Financing Project. Source: Salem City Council





1.2. Enhance partnerships and infrastructure to attract businesses.

1.2.1. **Continue partnerships with Box Elder County, the Governor's Office of Economic Opportunity (GOEO), and the Economic Development Corporation of Utah (EDCU).** *These collaborations will help attract businesses, secure funding, and create jobs, driving growth in Brigham City. Partnerships should be updated no less frequently than annually, sharing impacts, successes, and action items for the next year.*



Governor's Office of Economic Opportunity

Utah Governor's Office of Economic Opportunity Logo | Source: Utah Governor's Office of Economic Opportunity



Box Elder County Logo | Source: Box Elder County



edcUTAH
ECONOMIC DEVELOPMENT CORPORATION OF UTAH

Economic Development Corporation of Utah Logo | Source: Utah Policy

1.2.2. **Pursue the capital improvements identified in the City's Airport Master Plan.** *By pursuing the capital improvements outlined, the City can enhance airport operations, increase safety, and improve capacity to accommodate growth. These improvements will support the economic development of the area by attracting aviation-related businesses and services, fostering regional connectivity, and reinforcing the airport's role as a key asset for both commercial and recreational aviation. Capital improvements should include budgeted match from the municipality to leverage against USDA or FAA funding for airport system or infrastructure improvements.*



Brigham City Airport. Source: Utah State University



1.3. Promote Brigham City as a business-friendly environment.

1.3.1. Develop and implement a business retention and expansion



(BRE) program to support local businesses. A BRE program that targets blue-collar sectors will help Brigham City support stable job growth and foster a stronger middle class. By providing resources, incentives, and support to existing businesses, the City can encourage local companies to expand and create new opportunities. Focusing on blue-collar industries will also diversify the economy, stabilize the workforce, and help retain residents who rely on these vital sectors for long-term employment.

1.3.2. Implement a permitting ‘exit’ survey to gather feedback about suggestions or changes for streamlining the permitting process.

Implementing this survey will allow the City to gather feedback from applicants. This feedback will provide an unbiased assessment of procedures, highlighting areas for improvement. By analyzing the results, the City can identify steps to streamline the process, reduce delays, and make the regulatory system more friendly, ultimately fostering a more business-friendly environment and enhancing growth.

1.3.3. Engage the Utah Small Business Development Center (SBDC) to provide resources and support for small businesses and startups.

This will provide the City’s small businesses and startups with access to resources, mentoring, and training opportunities. This can help entrepreneurs navigate challenges, improve operations, and foster growth. By leveraging the SBDC, the City can enhance its entrepreneurial ecosystem, stimulate economic development, and empower small businesses to thrive and contribute to the city’s economic vitality. The City should encourage re-establishment of the Box Elder Business Resource Center.



Source: Utah Small Business Development Center



Local Businesses



2. Grow city revenue to continue quality municipal services and address the issues raised in the General Plan without disproportionately increasing tax rates or demand for public services.

2.1. Enhance tourism and recreational opportunities to increase city revenue.

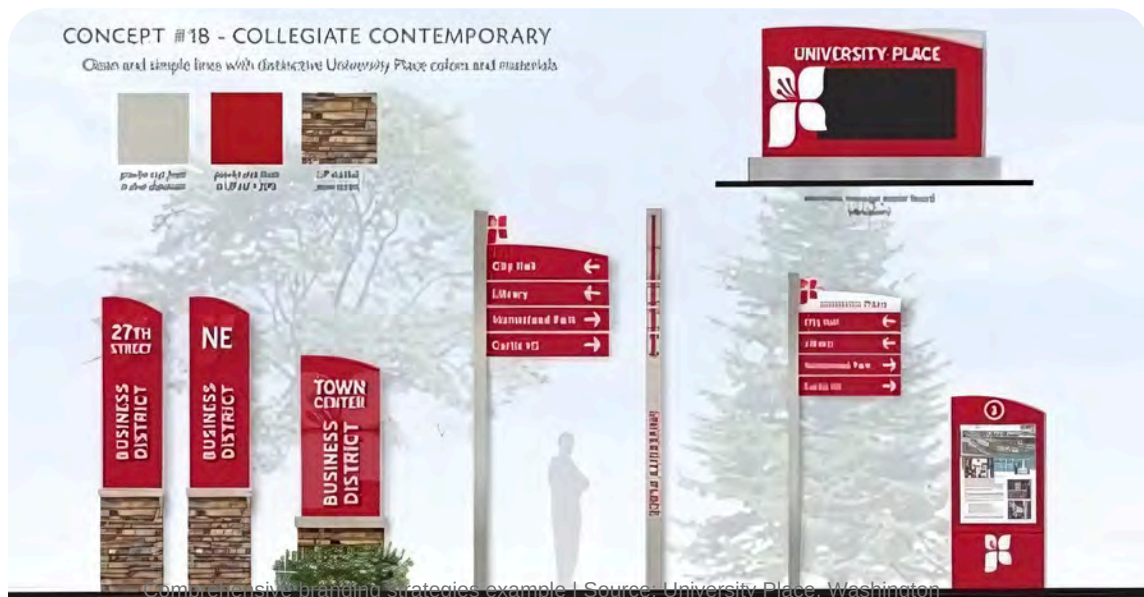
2.1.1. Establish and strengthen efforts within the City to centralize tourism marketing efforts. Centralizing tourism marketing within Brigham City will create a unified strategy that enhances the city's visibility as a destination for tourism and recreation. Working to streamline marketing efforts, the city can promote its unique identity, support tourism-related businesses, and create a more attractive environment for visitors.



Art on Main Event. Source: Visit Brigham City

Mural in Brigham City, UT. Source: Visit Utah

2.1.2. Conduct a comprehensive branding strategy that includes wayfinding, signage, marketing, and visual elements. A well-executed branding strategy, including wayfinding and signage, will create cohesive visual elements that reflect the community character. Encouraging additional signage at critical intersections or nodes will provide clearer direction and easier navigation to local destinations. This effort will improve visitor transportation and access, enhance the overall experience, and strengthen the city's identity as a vibrant and welcoming destination, ultimately supporting tourism and local businesses.



Comprehensive branding strategies example | Source: University Place, Washington



2.1.3. Continue to work with the Box Elder County Tourism Office and the Utah Office of Tourism to market Brigham City's offerings throughout the county, region, and state. By continuing to collaborate with these entities, the City can expand its reach and effectively showcase its attractions to a larger audience across the state. These partnerships will amplify marketing efforts, helping to draw more visitors and support local businesses. Coordinated promotion at multiple levels will strengthen the City's brand as a cultural and recreational destination, fostering growth in tourism and local investment.

2.1.4. Encourage additional recreational amenity advertisements outside of the region. Expanding advertisements beyond the Wasatch Front will raise awareness of Brigham City's natural amenities, such as the Bear River Migratory Bird Refuge, to national and international audiences. Targeting these broader markets will attract visitors interested in outdoor recreation and ecotourism, increasing participation in local attractions. This will not only boost tourism but also strengthen the local economy by positioning the city as a unique destination for nature-based recreation.



Example of Tourism Promotion. Source: Advertisingweek.com



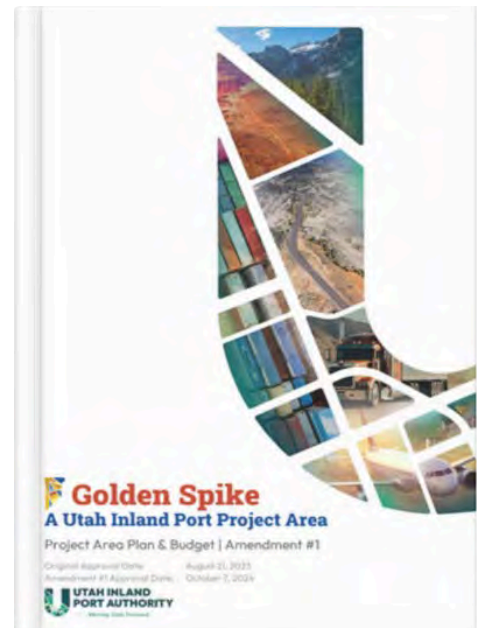
3. Support industrial development to diversify the economic base and create stable employment opportunities.

3.1. Zone for industrial development to support local economic growth.

3.1.1. Prepare a site readiness exercise to assess the style and density of industrial development that each site can support. Conducting this exercise will help the City evaluate the development potential of properties targeted for industrial and commercial use. These exercises will highlight details about short- and medium-term development opportunities, ensuring that each site is aligned with market demands and infrastructure capabilities. This proactive approach will help guide development decisions, attract investment, and support sustainable growth in the city's industrial and commercial sectors.

3.1.2. Collaborate with the Utah Inland Port Authority (UIPA) to integrate industrial development with city planning efforts. Continued partnering with the UIPA will allow the City to align industrial development with its broader planning goals. Through regular meetings, resource sharing, and coordinated approvals, this collaboration will ensure that the Inland Port Authority's efforts complement the city's character and infrastructure. This effort will promote thoughtful, balanced growth, leveraging the Inland Port's economic potential while preserving the City's identity and vision.

Utah Inland Port Authority Golden Spike Project Area Plan Title Page | Source: Utah Inland Port Authority





3. Support industrial development to diversify the economic base and create stable employment opportunities.

3.1.3. **Ensure infrastructure improvements align with the needs of industrial developments, including transportation and utilities.** *Aligning infrastructure improvements with the demands of industrial developments is critical for the City's growth. By working from the capital improvements plan, the City can identify and budget for necessary upgrades, ensuring that industrial areas have reliable access to utilities and transportation networks. This approach will enhance the appeal of industrial sites, support business growth, and strengthen the city's ability to attract and retain industrial investment.*



300 North road construction, Salt Lake City. Source: Salt Lake Tribune



Underground Utilities Construction. Source: 4M Analytics

3.2. Promote Brigham City as an attractive location for industrial businesses.

3.2.1. **Develop marketing materials and campaigns highlighting Brigham City's advantages for industrial businesses and development-ready sites.** *These efforts will showcase the City's strengths as a prime location for industry. By collaborating with local property owners to gather documentation, the City can enhance its site selection efforts and present comprehensive, attractive information to prospective developers. In turn, the City will be positioned as a competitive destination for industrial investment, supporting economic growth and development.*



3. Support industrial development to diversify the economic base and create stable employment opportunities.

3.2.2. Partner with the Governor’s Office of Economic Opportunity (GOEO) and Economic Development Corporation of Utah (EDCU) to assist industrial businesses with site selection, permitting, and other processes. Collaborating with GOEO and EDCU will streamline the site selection, permitting, and development processes for industrial businesses. By leveraging GOEO’s and EDCU’s expertise and resources, the City can gather detailed information on critical sites and align these with desired industrial uses. This partnership will raise awareness of key development opportunities, enhance site readiness, and attract industrial investment to support long-term economic growth.

3.3. Enhance workforce development to support industrial growth.

3.3.1. Collaborate with the USU Brigham City campus and the Bridgerland Technical College Brigham City campus to develop training programs aligned with the needs of industrial employers and solidify partnerships to support workforce development. Strengthening partnerships with local colleges will ensure that post-secondary education and training programs meet the evolving demands of industrial employers. By participating in regional summits, the City can gather insights and foster collaboration to address a range of industry needs. This effort will create programs that directly support workforce development, attract businesses seeking skilled labor, and retain local talent. Building these educational connections will enhance the City’s economic resilience and position the city for long-term industrial



Utah State University
Brigham City



USU Brigham City | Source: Utah State University



3.3.2. Support initiatives that connect local job seekers with industrial employment opportunities, including job fairs and workforce development programs. By collaborating with employers and educational institutions, the City can serve as a facilitator for job fairs and workforce development programs. Offering low-cost rental spaces for these events will expand their reach and increase participation. This initiative will help bridge the gap between job seekers and industrial employers, strengthening the local workforce, supporting economic growth, and ensuring that businesses have access to the talent.

4. Promote economic diversification and innovation to ensure long-term economic resilience.

4.1. Encourage the growth of emerging industries and technology sectors.

4.1.1. Collaborate with the Governor’s Office of Economic Opportunity (GOEO) to connect local startups and entrepreneurs to the Startup State Initiative. By partnering with the GOEO, the City can connect local startups and entrepreneurs with the resources and support offered through the Startup State Initiative. Serving as a facilitator, the City can provide guidance, resources, and networking opportunities to help improve business outcomes. This collaboration will enhance the success of local startups, drive innovation, and contribute to the city’s overall economic vitality.



Source: Brigham City Outdoors



Historic Capitol Theater



4.2. Foster an entrepreneurial ecosystem to encourage business innovation and growth.

4.2.1. **Identify and outline potentially missing niche market sectors that could benefit the local economy by conducting periodic reviews of the Utah Sales and Use Tax data.**

Conducting a detailed analysis, commonly called a “leakage analysis” of the Utah Sales and Use Tax data on an ongoing basis will help Brigham City identify untapped niche market sectors that could strengthen the local economy. This review will highlight potential gaps in goods and services, providing opportunities for new businesses to fill these niches. Targeting these missing segments can diversify the local economy, attract new investment, and support sustainable economic growth in the community.

4.2.2. **Partner with property owners to identify available spaces and buildings for targeted uses.**

Building on the existing building and business inventory, partnering with property owners will help Brigham City identify suitable locations for critical services in the downtown area and throughout the community. This process ensures that strategic spaces are utilized effectively, supporting targeted economic growth and development. By aligning available properties with community needs, the City can enhance service delivery, attract businesses, and optimize the use of existing infrastructure.

4.2.3. **Prepare a programming exercise to outline the activation of key areas within the community.** This exercise will focus on activating destination locations at critical nodes, sparking local development and aligning with findings from the niche sector analysis. By targeting strategic areas for events, businesses, and community engagement, this exercise will encourage growth, attract visitors, and strengthen the local economy. It will serve as a catalyst for development by utilizing underused spaces, fostering community vibrancy, and supporting the city’s long-term vision for economic and social vitality.



Underutilized space in Downtown surrounded by local businesses



Easily Programmable Space Map of Downtown Salt Lake City. Source: The Downtown Alliance