



Lehi City Economic Development Strategic Plan

November 2019

Executive Summary

Lehi City had the third highest population growth of any city in the State of Utah at 2,648 residents for 2017 according to the Department of Workforce Services. It is anticipated that this number will only grow year over year based on current trends. Home starts for single family residents grew from 665 to 1,054 from 2017 - 2018. The average household income for Utah County is \$62,000 compared to Lehi which is \$83,000 annually. All the data points to a robust economy for Lehi. With growth comes struggles in other areas. As certain areas grow in housing and job base, other areas stagnate or decline. Lehi is no exception with small businesses on Main Street struggling for foot traffic, growing traffic concerns and congestion and exponential growth in the housing market making it harder and harder for younger couples to purchase homes. The following economic development strategic plan is intended to focus on core areas that will help grow the quality of life in Lehi for its residents.

An economic development strategic plan is designed to implement overarching priorities that are broken down into objectives and goals. The document should be a living document, meaning once certain objectives and goals are completed it should affect change with the overarching priority. It should be reviewed annually to remove, modify or add objectives and goals to fine tune or address changes in the economy. The ultimate outcome is to create a road map for success.

Lehi City Economic Development Strategic Plan

Based on the annual city retreat (2018), the Lehi City Council has adopted one long range goal: "Creating a Family Centric Community". The focus of this strategic plan will be to support this long-range goal by implementing sound economic development principles.

Economic Development by definition is: "Enhancing the quality of life for a community's residence". This is done through relocation, retention and expansion of the business community. By focusing on these areas, it creates jobs for a community that in turn drives housing that in turn drives retail. The ultimate outcome is quality, high paying jobs, a robust housing market from single-family starter homes to executive level and multifamily with retail that provides shopping opportunities for goods and services.

For purposes of this strategic plan, the Economic Development Department will focus on relocation, retention and expansion of the business community or job creation and retail shopping. The housing market is driven by consumer demand which is not a key focus area. The plan will highlight the housing market from a demographic perspective and housing growth to help understand the larger picture and effects on Lehi City.

The strategic plan will break down into two focus areas, business development/job creation and retail development/shopping opportunities. Subsidiary to job creation, but as important, is quality of life and relationships. The strategic plan will address all of these issues.

Overarching Priority for Lehi City

- Business Recruitment
 - Retail Development
 - Commercial/Industrial Development
- Business Retention and Expansion
- Downtown Lehi Main Street Revitalization
- Increase Economic Development Capability
- Quality of Life

Objective – Business Recruitment – Retail Development

- Identify Land Areas for Retail Development
 - National Chains
 - Local Boutique Shops
- Recruit Retail Business to Lehi City
- Work With Existing Retail Development on Future Expansions
- Create an Environment Where Incentives are Tertiary not Main Drivers

Objective – Business Recruitment – Commercial/Industrial Development

- Work With Development Community and Businesses on Development Opportunities and Future Expansions
- Promote Business and City Partnerships to Enhance Public Walkways and Trails
- Continue to Work With EDCUtah on Business Attraction to Lehi
- Market Lehi as The Heart of Silicon Slopes in Utah and the #1 City for Business Location

Objective - Business Retention and Expansion

- Business Leadership Visits
- Identify Business Development Challenges
- Support the Point of the Mountain Chamber of Commerce
- Become a City Information Resource for Starting or Expanding Businesses
- Shop Local Campaign

Objective - Downtown Lehi Main Street Revitalization

- Create a Downtown Revitalization Main Street Program
- Foster Business Development in the Downtown Area
- Create an Adhoc Committee to Give Input and Ideas to Downtown Main Street
- Parking – Short/Long Term Plan – Signage for Parking

Objective - Increase Economic Development Capability

- Support Utah County Lead Efforts in Economic Development
- Support Mountainland Association of Governments in Economic Development and Transportation
- Continue to Work With the Point of the Mountain Chamber of Commerce and Other Non-Profit Organizations on Legislative Issues Affecting Economic Development Efforts in the State of Utah

Objective - Quality of Life

- Support the creation of trail systems linking business community, retail and housing
- Promote alternate modes of transportation, I.E. Trax, BRT, Bus, Shuttle, Biking, and/or Walking
- Promote Live, Work, Play balance to the development community
- Parks – Promotion of tourism through tournaments and usage
- Create a sustainable night life with social gathering opportunities



Overarching Priority #1 – Business Recruitment

Business recruitment is broken down into two areas; retail development and commercial/industrial development. The tax distribution in the State of Utah favors personal and real property development and job creation for the counties, school district, conservancy districts and the State of Utah while sales tax distribution benefits the cities. Because of the tax distribution, not all taxing entities are aligned when it comes to recruitment of businesses. In order to have a robust economy, you need housing, jobs and retail. It is the responsibility of the economic development department to facilitate growth in the jobs and retail sectors. Business recruitment has been broken down into two areas: Retail Development and Commercial/Industrial Development.

Overarching Priority: Business Recruitment – Retail Development

Objectives:

- Identify Land Areas for Retail Development
 - National Chains
 - Local Boutique Shops
- Recruit Retail Business to Lehi City
- Work With Existing Retail Development on Future Expansions
- Create an Environment Where Incentives are Tertiary not Main Drivers

Goals

- Identify Land Areas for Retail Development
 - National Chains
 - Local Boutique Shops
 - Continue to work with the development community on potential retail development sites and tenants. Work with Planning and Zoning to ensure sites are zoned properly and the political will is there for retail development
- Recruit Retail Business to Lehi City
 - Continue to attend ICSC and look for opportunities to promote Lehi as a preferred choice for retail location
 - Focus on sit-down restaurants
 - Create marketing brochures and packets focused on retail
- Work With Existing Retail Development on Future Expansions
 - Identify key retail businesses who could expand in Lehi with a second location or expand their existing facility. Work with them to expand and grow
- Create an Environment Where Incentives are Tertiary not Main Drivers
 - Evaluate each opportunity for potential incentive participation. Each project needs to show a return on investment in order to qualify for an incentive
 - Work with Mayor and Council to develop criteria for incentives to retail sectors
 - Look for opportunity to promote Mixed Use or Redevelopment opportunities. All other taxing entities will be needed to participate.

Retail Development will focus on retail sectors that create sales tax. Exhibit A at the end of this chapter breaks Lehi City into four sections: 1-SR-92 north, 2-2100 North to SR-92, 3-Main Street to 2100

North, 4-Southern Boundaries to Main Street. Zions Public Finance completed a retail sales tax leakage study in 2016. The following table breaks down the areas of potential growth:

Retail Category	Leakage in Dollars	Capture Rate
Motor Vehicle and Parts Dealers	-\$68,171,546	25.41%
Miscellaneous Store Retailers	-\$18,240,195	33.86%
Food Service and Drinking Places	-\$12,960,680	80.59%
Accommodation	\$11,980,399	48.84%
Building Material and Garden Equipment and Supplies	-\$10,961,744	73.86%
Furniture Home Furnishing Store	-\$8,565,090	39.28%
Repair and Maintenance	-\$5,073,610	72.02%
Amusement, Gambling, and Recreation Industries	-\$4,910,750	37.80%
Personal and Laundry Services	-\$4,334,888	21.14%
Electronics and Appliance Stores	-\$3,234,160	76.82%
Performing Arts, Spectator Sports, and Related Industries	-\$1,483,604	18.91%
Health and Personal Care Stores	-\$1,404,859	82.54%
Gasoline Stations	-\$1,248,708	92.51%
Non-store Retailers	\$4,194,631	143.98%
Museums, Historical Sites, and Similar Institutions	\$4,911,860	911.04%
Food and Beverage Stores	\$10,203,389	115.20%
Sporting Goods, Hobby, Book, and Music Stores	\$37,786,972	328.01%
Clothing and Clothing Accessories Stores	\$39,857,271	242.99%
General Merchandise Stores	\$52,039,905	150.73%
Total	-\$3,306,198	99.41%

The Retail Sales Tax Leakage Study compared Lehi to the State of Utah. Any category showing a capture rate of less than 100% means residents are shopping outside of Lehi for those goods and services. This could be due to a lack of or no stores providing that retail category being located in Lehi. The study would suggest these areas become the main focus. Retail categories showing over 100% are bringing shoppers into Lehi from outside the area. Clothing and clothing accessories is due to the Outlets at Traverse Mountain. Sporting goods, hobby, book, and music is due to Cabela's, and The Outlets at Traverse Mountain. General Merchandise is due to Costco. The concern is whether Lehi is diversified or if one of these main retailers leave, will it hurt the bottom line.

In looking at the categories under 100%, there is room for improvement in certain areas. Lehi has an overall capture rate of 99.41%, which means we are almost break even at 100% across all categories combined. One area of growth that is not reflected in the study is motor vehicle and parts dealers



with a capture rate of 25.41%. Meaning Lehi has a capture rate potential of 74.59%. Since the study, Garff Dealerships has opened a Porsche/Audi dealership with an anticipated Land Rover/Jaguar Dealership. It is also anticipated that two other dealerships will follow within the next 2 – 5 years. Based on dealership franchise, Lehi could capture more than 100%. Accommodations has a capture rate of 48.84%. Since this study Lehi has gone from 500 available rooms to 950 available rooms with three more anticipated

hotels. Based on growth in other areas, Lehi should be at 100% when the additional hotel rooms are built.

In looking at exhibit A the majority of the retail sectors are located in pockets throughout Sections 1, 2, 3, and 4. Section 1 contains The Outlets at Traverse Mountain, Cabela's, Harmons Grocery and numerous fast casual dining restaurants. Section 2 contains Smith Grocery with retail shopping consisting of fast casual dining, car wash, music lessons store, workout facility and other retail shops. The difference between Section 1 and 2 is, Section 1 is mostly fast casual dining, taking advantage of all the commercial development in the area. Section 2 is further away from the commercial development therefore they are diversified in their retail product offering. The Smith Grocery development is located on the very eastern boundaries of Lehi. There is very little to no retail development west of 1200 east with the exception of a small retail shopping center of fast casual dining restaurants. Section 3 has Costco and Lowes located on the very eastern boundaries of Lehi. Going west from I-15, Section 3 has very little to no retail development. Section 4 has retail development along Main Street to include Macey's and Kohler's grocery stores with adjoining retail. The adjoining retail includes fast casual dining, gas stations, bowling alley and other diversified retail. Along Pioneer Crossing and west of Main and Center streets is very little retail development. Currently there are gas stations with convenience stores attached locating along Pioneer Crossing.

Exhibit B shows areas of retail growth within all four sections. Section 1 will continue to grow in retail to support the housing developments on Traverse Mountain. This will include banks, dry cleaners, vehicle repair and maintenance, gas station, and miscellaneous store retailers. Due to the high cost of land, and major grocery chains being located in section 1 it isn't anticipated to see another large big box retailer locate in the area. This area will continue to grow in service retail not big box stores.

Section 2 shows the strongest potential for retail growth. This includes motor vehicle and parts dealers, grocery stores, furniture and home furnishings, building material and garden equipment and supplies,



health and personal care, gasoline stations and service retail. Holbrook Farms and Howland developments have 40 acres or more set aside for retail development. Thanksgiving Point is also working on an updated area plan that is anticipated to have restaurants, service retail and mixed use development. This section will be the #1 priority for retail in Lehi.

Section 3 has some retail land available between I-15 and the eastern boundaries of Lehi. It is anticipated this will become a gas station and service retail. Cold Springs Ranch has over 40 acres set aside for retail development. This includes a clinic and space for a large big box retailer. Due to Smith's and Walmart grocery chains being located in Saratoga Springs, it is anticipated this site would be conducive to a Home Depot, Lowes, Target, Kohl's Department Store or other large non-food retailer. This would also allow for ancillary or support retail to be co-located around the anchor tenant.

Section 4 has some ancillary retail land available. Ancillary retail is gas stations on power corners with support services. Support services would be dentist, doctor's office, lawyer, car wash, dry cleaners, etc. The power corners aren't big enough to allow for dense retail and the residents don't want a lot of retail.

Exhibit A



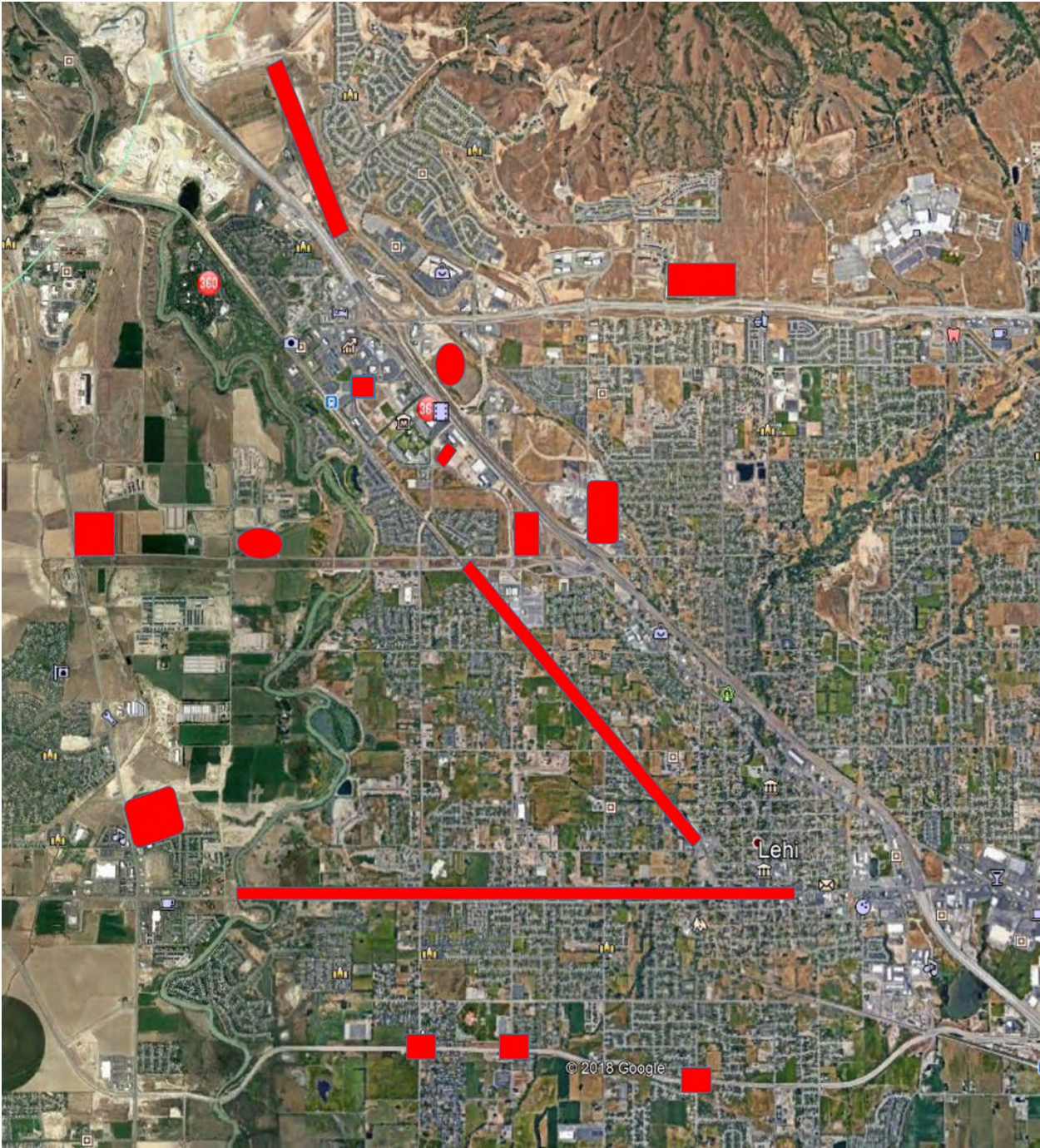
Section #1

Section #2

Section #3

Section #4

Exhibit B



Opportunities for Retail Growth 

Overarching Priority: Business Recruitment – Commercial/Industrial Development

Objective

- Work With Development Community and Businesses on Development Opportunities and Future Expansions
- Promote Business and City Partnerships to Enhance Public Walkways and Trails
- Continue to Work With EDCUtah on Business Attraction to Lehi
- Market Lehi as The Heart of Silicon Slopes in Utah and the #1 City for Business Location

Goals

- Work With Development Community and Businesses on Development Opportunities and Future Expansions.
 - Continue to work with Stack Development, Boyer Group, Layton Construction, Perry Construction, Gardner Group and any other developer on creation of Class A office space, commercial, flex space, industrial space and support retail.
- Promote Business and City Partnerships to Enhance Public Walkways and Trails
 - Continue to promote Dry Creek Reservoir and the mountain bike trail system as tourism and quality of life for business employees. It is also an employee attraction tool.
- Continue to Work With EDCUtah on Business Attraction to Lehi
 - Continue to financially support EDCUtah.
 - Meet with EDCUtah Business Development Managers quarterly to review projects and show new developments in Lehi.
- Market Lehi as The Heart of Silicon Slopes in Utah and the #1 City for Business Location
 - Create marketing brochures and videos highlighting Lehi business opportunities.
 - Continue to meet with the real estate community to keep Lehi as top of mind awareness.

Lehi City started showing a strong desire for industrial parks with the creation of the Millpond Industrial Park RDA in the 1990's. The city wanted a mechanism to help with I-15 improvements and to start expanding infrastructure into the Mill Pond area. This infrastructure has created numerous light industrial parks with smaller warehousing distribution centers. Most notably is Blender Bottle, which has two warehouses over 200,000 square feet of space. Also in the 1990's, Lehi created the Alpine Highway RDA. This was to facilitate Micron expanding to Lehi. Micron built over two million square feet of manufacturing facility but due to a downturn in chip memory storage, the plant wasn't



brought online. The plant was vacant for over 9 years until the chip industry had stabilized and Micron entered into an agreement with Intel to create IMFlash. This partnership re-opened the manufacturing facility. Currently the facility is two and a half million square feet and in full production. There are plans to expand another 850,000 square feet in the future. In 2019, Micron and Intel announced it would split the partnership and each



take the new technology (3D Cross Point) in their own directions. The current facility is the main research, development and manufacturing of 3D Cross Point memory storage computer chips. Micron will maintain ownership of the Lehi facility and continue to do research, development and manufacturing of 2nd and 3rd generation 3D Cross Point technology. Other than Micron, Lehi has no areas designated as Heavy Industrial. The Mill Pond area and a portion of 2100 North are the only major areas designated to allow light industrial use in the city. The majority of Mill Pond is being developed or re-developed in this manner. One market segment Lehi is missing is Flex Office Space. Flex Office Space is designated as office space in the front of the building with warehousing or manufacturing located in the back. These are usually 20,000 square feet or larger buildings that are designed to hold one or multiple tenants. Due to an ordinance change, only Heavy Commercial developments can have Flex Office Space. There is a shortage of this type of space in Utah County. This space is utilized by small companies, family owned businesses or serviced based companies. This is an area that should be addressed through Planning and Zoning.

Recommendation: Lehi City should designate areas for Flex Office Space as it is needed by tenants and developers.

Lehi City has experienced high growth in the Class A office space starting in 2009 with the Thanksgiving Park development. Adobe announced a second headquarters location shortly after the Thanksgiving Park development started building. This created the nexus or starting point for Silicon Slopes and all the Class A development in Lehi. Thanksgiving Park is home to Young Living, Microsoft, MX, Lending Club and many more businesses. The T-Stat buildings were the second phase for Thanksgiving Park. They have companies like Vivant Solar, Digi Cert, Novi and others. Overall, Thanksgiving Park has developed more than one million square feet of office space. Other developers have also built Class A office space. Lehi is home to Snapchat, Oracle, Costa Vida Headquarters, Merit MX, Ancestry, Xactware, Entrada, Canopy Tax and Podium to name a few. Currently Lehi has 3.8 million square feet of Class A office space completed. There is 1.4 million square feet of Class A office

space coming online in 2019. It's anticipated that if all the Class A office space that has been approved through Planning and Zoning comes to fruition, Lehi will have over 8.3 million square feet.

Moving forward it is the economic development department's responsibility to work with developers and companies alike. Developers are always evaluating land sites compared to the return on investment. Sometimes Lehi City has been able to cover the gap in financing through Tax Increment Financing. Adobe, Thanksgiving Park, Micron, Xactware and the Outlets at Traverse Mountain are prime examples of where the city has helped. Since Lehi has experienced such explosive growth, the city is now being more selective in offering incentives. The city has looked at criteria that a project has to be larger than half million square feet, remove blight or replace existing buildings to be considered for an incentive. Lehi City has become a location of choice and a synergy center for information technology companies so incentives need to be weighed against the missing gap. Another reason for Lehi's business success is close proximity to Utah's labor force. According to businesses and site selectors, the number one concern in locating to a community is access to labor force. In 2017, the Governor's Office of Economic Development completed a study looking at population counts in a 30 mile concentric circle. Lehi drew the largest concentration of population of any other city at 1.78 million people. A business can control wages, benefits, perks, etc. but location controls the population to draw the employees from.

With so much success comes concerns and issues. Lehi will be very heavy in Class A Office space. A lot of the buildings are being leased by technology companies. While technology companies aren't resistant to downturns in the US economy, they are usually global in nature and therefore can continue to survive and in some cases grow, in a slow economy. Developers aren't building space until it is at least 30% preleased. In most cases buildings are fully leased prior to completion of construction. Developers are also not seeing lease rates climbing as fast as anticipated. This is due to so much product on the market at this time. If construction slows down then lease rates will naturally tend to rise as there is limited space in Lehi. This creates a concern of sustainability into the future. Office Space can be repurposed, but it is usually to a lesser use like housing. This is an area the city needs to keep a close eye on.



Overarching Priority #2: Business Retention and Expansion

Objective

- Business Leadership Visits
- Identify Business Development Challenges
- Support the Point of the Mountain Chamber of Commerce
- Become a City Information Resource for Starting or Expanding Businesses
- Shop Local Campaign

Goals

- Business Leadership Visits
 - Create a business retention and expansion program for Lehi City. To include a customer service relation database, business visit packet and appropriate business documents.
 - Set annual goals for at least a set number of business visits.
 - Create a follow-up report based on responses from the business community for Council and Mayor. Primary focus is to show the strengths and weaknesses of the business community. Complete a SWOT analysis.
- Identify Business Development Challenges
 - Work with business community to identify key challenges. Once identified, work to create programs or resources to address the issues.
- Support the North Point Chamber of Commerce
 - Continue to financially support the North Point Chamber of Commerce
 - Be an active board member and provide leadership and guidance
- Become a City Information Resource for Starting or Expanding Businesses
 - Work with Work Force Services, Custom Fit Training, Financial Institutions, Angel Investors, Mountainland Association of Governments, SBDC, and any other business resource to create a resource packet or guide for businesses.
 - Utilize this during business visits and provide electronic copy to the business community.
- Shop Local Campaign
 - Work with the North Point Chamber of Commerce to create a shop local campaign or a program to drive patrons to businesses in Lehi.

Business retention and expansion is vital to creating a sustainable job base for a community. Over 80% of new jobs are created by businesses retaining and/or expanding their business. Adobe started with just over 2,000 employees for phase one but will employ over 6,000 employees upon completion of phase 3. Micron has grown to almost 2,000 employees. A lot of the technology companies in Lehi started with less than 10 employees and have grown to over 500.



While government plays a vital role in providing services, Lehi City is a resource to the business community. The majority of businesses will never interact with Lehi City for more than a business license or permit. While the city might not have a direct offering, it's the indirect offering that matters. As a resource the city can help set up relationships with Workforce Services. Workforce Services will advertise positions, conduct first-round interviews, provide interview space, provide a person on-site to help conduct interviews and help with employee verification.

Workforce Services is a one-stop shop for hiring employees and will fit a program to any business' needs. Workforce Services also helps when a business is relocating or going out of business. They will work with the employees on resume creation, job searches, unemployment filing, counseling and available financial aid. Workforce Services is an asset most businesses aren't familiar with but could have the biggest impact on a business.

Another aspect of running a business is funding. There is no such thing as free money or grants for a business to get started or to cover operating expenses. In being a resource to the business community, the economic development department should have access to funding resources. This starts at the business concept level when someone has an idea but isn't sure how to get it started. The



Small Business Development Center (SBDC) has access to University Grants, foundation grants and other funding to help someone take their concept into a working model. Once the business has created a proof to concept or can show a working product or prototype, they can look for investor financing. The State of Utah has grown in angel

investors over the last 10 years. Where there used to be only 2 – 3 angel investor groups, there are now over 50 groups. The angel investor community has become very savvy in looking at deals, understanding the market, scalability of a company and evaluating opportunity for ROI. SBDC's and cities should know who to get in front of investors. Once a company has been in operation for a couple years, they become bankable through traditional financing. Most banks want to see two years of profitability, strong financials and growth potential before making a loan. Most businesses who make it to this point are looking to grow or expand their business. Traditional financing becomes a good option. Utah County has a revolving loan fund program through Mountainland Association of Governments. This provides a lower interest rate loan designed to help a business who might not be bankable but needs to grow. This is gap financing to support a business who is financially sound but hasn't been in business long enough to qualify for traditional financing. Understanding financing and access to capital becomes key to a business and is a resource cities need to provide.



MOUNTAINLAND
TECHNICAL COLLEGE

Another aspect of business growth is access to training for employees.

Custom Fit Training through the Mountainland Technology College can cover up to 50% of the cost of employee training. Custom Fit can cover costs of bringing in a trainer to train an entire staff or individual employee training at a training facility. In some cases Mountainland Technology College has created training specific to a company's needs. Focus areas for training include:

- Manufacturing
- Computer Certifications
- Frontline Leadership
- Computer Desktop Applications
- Automotive Technology
- Safety
- Customer Service
- Leadership Improvement
- Software Development
- Human Resources
- Health Services
- Trades

A final aspect of being a resource is networking. The business community likes to support the Chamber of Commerce, Non-profit Organizations, Civic Groups, and sit on boards. While the economic development department doesn't need to be affiliated with all of these boards, they need to know who to contact for the business. While it is almost impossible to directly solve a business' problem it is possible to help facilitate a solution.

Demographics of Lehi Business Community

Lehi currently has 3,156 businesses registered with the city. The city requires a business license for home-based and store-front businesses.

Department of Workforce Services has a very robust economic development profile broken down by county. In some cases data can be found at the city level. www.jobs.utah.gov



ECONOMIC SNAPSHOT

Utah County

Select Area
Utah County

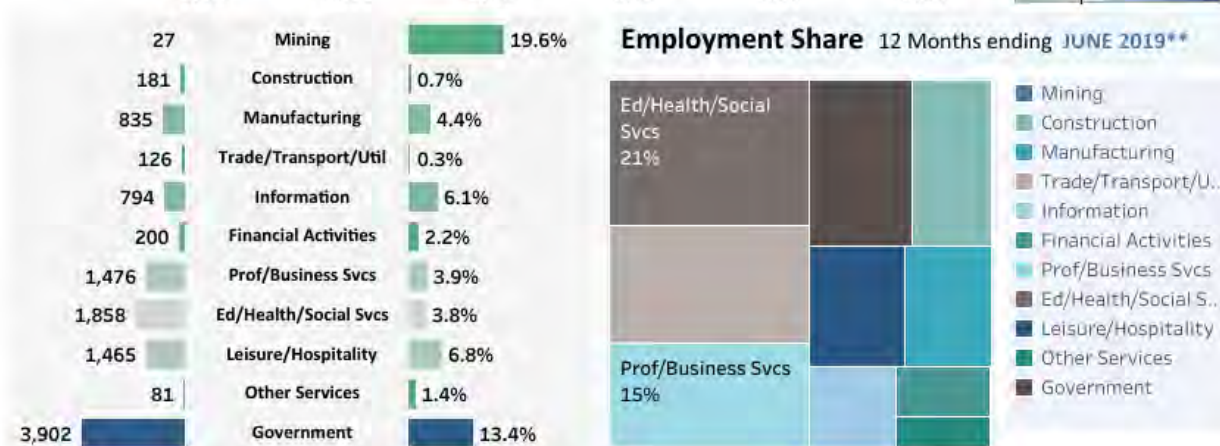
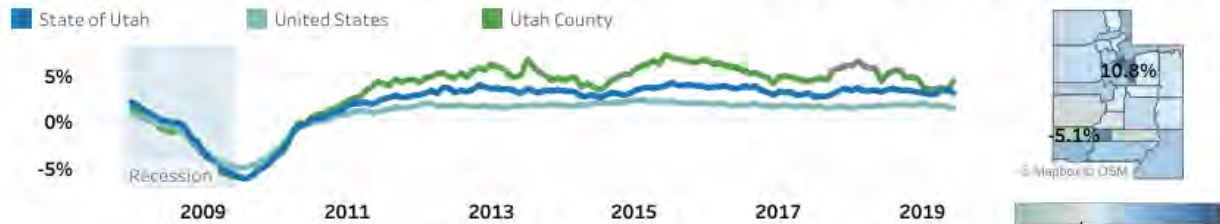
Updated 11/18/2019

Year-to-Year Change in Nonfarm Jobs

JUNE 2019*

↑ 10,973

Utah County 4.3% State of Utah 3.1% United States 1.5%



How's the economy?

The Utah County economy continues the boom it has seen over the last several years. Though this boom may be slightly moderating, the job growth has remained well above the statewide average in the past year.

Jobs

Recently, the professional and business services sector has seen the highest gains in employment, but in the year since June of 2018, several industries including government, information, leisure and hospitality and even mining have been competing for the ..

In the past year, all sectors have seen growth in Utah County.

Government saw the largest growth in the past year by number, adding nearly 4,000 jobs.

* Preliminary. Source: U.S. Bureau of Labor Statistics; Utah Department of Workforce Services.

ECONOMIC SNAPSHOT Utah County

Nonfarm Jobs SECOND QUARTER 2019*

	April 2019			May 2019			June 2019		
	Total Jobs	Year-Ago Numeric Change	Year-Ago Percent Change	Total Jobs	Year-Ago Numeric Change	Year-Ago Percent Change	Total Jobs	Year-Ago Numeric Change	Year-Ago Percent Change
TOTAL	267,575	9,146	3.5%	263,733	8,450	3.3%	264,591	10,973	4.3%
GOODS PRODUCTION	44,086	762	1.8%	44,727	1,099	2.5%	45,384	1,043	2.4%
Mining	147	26	21.5%	151	16	11.9%	165	27	19.6%
Construction	24,454	23	0.1%	24,946	238	1.0%	25,409	181	0.7%
Manufacturing	19,485	713	3.8%	19,630	845	4.5%	19,810	835	4.4%
SERVICE PRODUCTION	223,489	8,384	3.9%	219,006	7,351	3.5%	219,207	9,930	4.7%
Trade/Transport/Util	43,954	1,056	2.5%	43,801	294	0.7%	43,682	126	0.3%
Wholesale Trade	7,188	81	1.1%	7,200	-50	-0.7%	7,216	-77	-1.1%
Retail Trade	32,952	974	3.0%	32,666	237	0.7%	32,605	79	0.2%
Transportation/Warehousing	3,531	5	0.1%	3,654	116	3.3%	3,578	132	3.8%
Utilities	283	-4	-1.4%	281	-9	-3.1%	283	-8	-2.7%
Information	13,787	1,077	8.5%	13,908	1,127	8.8%	13,804	794	6.1%
Financial Activities	9,022	186	2.1%	9,100	216	2.4%	9,157	200	2.2%
Finance and Insurance	5,882	-4	-0.1%	5,922	58	1.0%	5,944	164	2.8%
Real Estate and Rental/Leasing	3,140	190	6.4%	3,178	158	5.2%	3,213	36	1.1%
Prof/Business Svcs	38,965	1,731	4.6%	39,000	1,352	3.6%	39,454	1,476	3.9%
Professional/Sci/Tech Svcs	21,720	420	2.0%	21,669	422	2.0%	21,708	530	2.5%
Management of Companies	1,700	169	11.0%	1,676	148	9.7%	1,677	119	7.6%
Admin Support/Waste Mgt	15,545	1,142	7.9%	15,655	782	5.3%	16,069	827	5.4%
Ed/Health/Social Svcs	57,463	1,853	3.3%	51,849	1,681	3.4%	51,222	1,858	3.8%
Educational Services	27,706	752	2.8%	22,132	419	1.9%	21,555	457	2.2%
Health Care/Social Services	29,757	1,101	3.8%	29,717	1,262	4.4%	29,667	1,401	5.0%
Leisure/Hospitality	21,844	1,268	6.2%	22,290	1,122	5.3%	22,919	1,465	6.8%
Arts/Entertainment/Recreation	2,808	381	15.7%	2,959	396	15.5%	3,352	730	27.8%
Accommodation/Food Services	19,036	887	4.9%	19,331	726	3.9%	19,567	735	3.9%
Other Services	5,560	250	4.7%	5,558	189	3.5%	5,889	81	1.4%
Government	32,881	951	3.0%	33,461	1,332	4.1%	33,051	3,902	13.4%
Federal	1,060	70	7.1%	1,077	46	4.5%	1,126	22	2.0%
Local	22,464	559	2.6%	23,229	852	3.8%	23,074	3,590	18.4%
State	9,357	322	3.6%	9,155	434	5.0%	8,851	290	3.4%
Covered Agriculture*	1,189	51	4.5%	1,275	92	7.8%	1,286	113	9.6%

*Preliminary: Source: Utah Department of Workforce Services.

Select Area

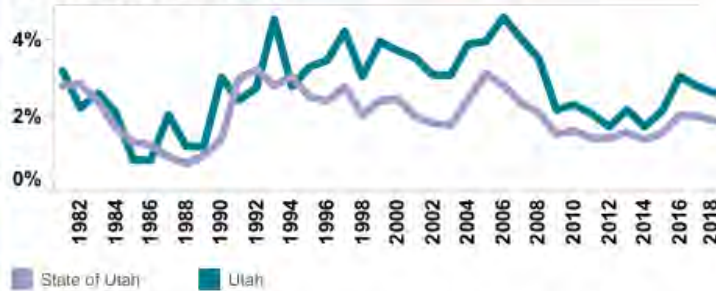
Utah County

Population Utah County

Utah County's population grew by 2.6% in 2018 to 622,213 residents. About 19 percent of the county's residents live in Provo.



Intercensal Change



2018 Change



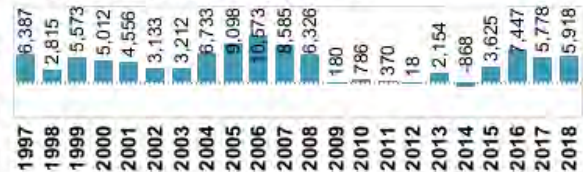
Cities and Towns*

	2014	2015	2016	2017	2018
Alpine	10,286	10,360	10,489	10,539	10,504
American Fork	28,142	28,204	28,660	29,477	32,519
Cedar Fort	382	382	388	392	397
Cedar Hills	10,245	10,189	10,301	10,313	10,217
Eagle Mountain	25,917	27,026	28,869	32,105	35,616
Elk Ridge	2,992	3,144	3,388	3,750	4,053
Fairfield	124	129	135	143	141
Genola	1,434	1,440	1,483	1,516	1,549
Goshen	951	942	950	950	936
Highland	17,394	17,810	18,465	18,913	19,183
Lehi	57,011	59,033	61,675	63,654	66,037
Lindon	10,620	10,717	10,854	10,940	10,970
Mapleton	9,023	9,163	9,448	9,750	10,168
Orem	91,375	93,770	96,865	97,627	97,521
Payson	19,495	19,502	19,771	19,850	19,826
Pleasant Grove	36,881	37,753	38,485	38,758	38,428
Provo	#####	#####	#####	#####	#####
Salem	7,200	7,417	7,777	8,190	8,469
Santaquin	10,302	10,553	11,041	11,622	12,274
Saratoga Springs	24,159	25,127	26,596	29,527	31,393
Spanish Fork	37,463	37,871	38,683	39,356	39,961
Springville	31,494	32,259	32,970	33,223	33,104
Vineyard	650	3,342	4,143	6,175	10,052
Woodland Hills	1,455	1,468	1,509	1,545	1,587

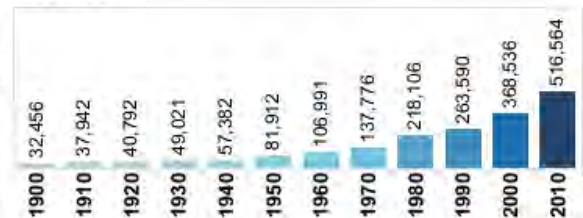
Intercensal



Intercensal Net Migration



Census



Updated July 2019.

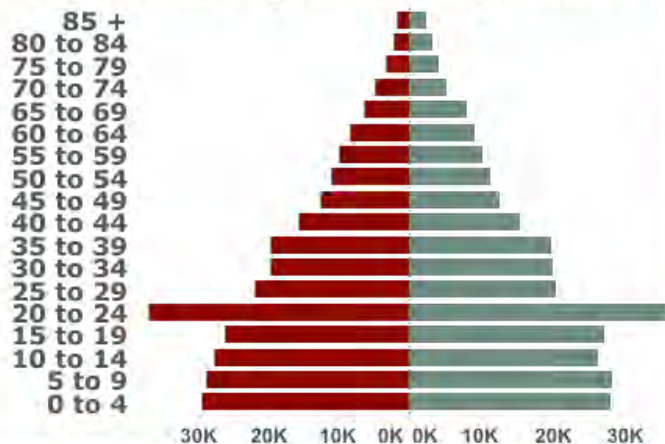
*City and town population available for counties only.

Source: U.S. Census Bureau. For more detailed information: <http://www.census.gov/popest/>

Utah County Population Demographics

Select Area **Utah County**

2013-2017 Population Age Tree



Educational Attainment

		% of Tot..
< 9th grade	5,743	2.05%
9-12 grade	11,237	4.00%
High school	44,880	15.98%
Some college	77,927	27.75%
Associate's	30,485	10.86%
Bachelor's	76,063	27.09%
Graduate	34,462	12.27%
Grand Total	280,797	

School Enrollment

	Students	% of Total
Preschool	12,923	5.69%
Kindergarten	11,380	5.01%
Grade 1-4	44,929	19.80%
Grade 5-8	42,429	18.69%
Grade 9-12	41,597	18.33%
Undergrad	66,230	29.18%
Graduate	7,473	3.29%
Grand Total	226,961	

Components of Population Change

	2016	2017
Natural Increase	3	10,148
Net Migration	-21	5,778
Change	-15	15,950
Total	590,475	606,425

First Major of College Graduates

	Graduates	% of Total
Arts, Humanities and Others	29,630	26.81%
Business	18,739	16.95%
Education	17,590	15.91%
Science and Engineering	33,973	30.74%
Science and Engineering Relate..	10,593	9.58%
Grand Total	110,525	

Languages Spoken at Home

Only English	446,340
Asian and Pacifi..	9,625
Other	1,477
Other Indo-Eur..	9,115
Spanish	52,141

First Major of College Graduates



Veteran Population by Level of Education



Sources: 2013-2017 Census Bureau ACS, Utah Population Estimates

Last Updated: 12/2018

Overarching Priority #3: Downtown Lehi Main Street Revitalization

Objectives

- Create a Downtown Revitalization Main Street Program
- Foster Business Development in the Downtown Area
- Create an Adhoc Committee to Give Input and Ideas to Downtown Main Street
- Parking – Short/Long Term Plan – Signage for Parking

Goals

- Create a Downtown Revitalization Main Street Program
 - Work with Main Street USA to create a downtown Main Street program.
 - Define Boundaries (High School – 5th West, 2 Blocks North and 1 Block South)
- Foster Business Development in the Downtown Area
 - Work with existing building owners to expand, remodel or sell buildings for the purpose of growing the downtown area.
 - Work with real estate community to bring businesses to the downtown area.
- Create an Adhoc Committee to give input and ideas to downtown Main Street.
 - Work with Lehi City staff and the business community to create an adhoc committee focused on downtown revitalization. This committee will only make recommendations to staff, Mayor and City Council.
 - Focus on issues facing downtown and identify areas of growth and change
- Parking – short/long-term plan - signage for parking
 - Identify areas for parking signage and work with facilities or streets to get signs installed.
 - Identify long-term strategies to address parking in the downtown area.

Lehi has a distinctive and identifiable downtown Main Street. A lot of new communities struggle to identify a downtown Main Street. Lehi has a 5 – 7 block area that would be considered as downtown. Main Street is defined as; “**Main Street** is a generic phrase used to denote a primary retail **street** of a village, **town** or small **city** in many parts of the world. It is usually a focal point for shops and retailers in the central business district and is most often used in reference to retailing and socializing.” Lehi



Main Street has some retail and commercial shopping but isn't considered a focal point or gathering place. It is Lehi City's desire to change that perception. Main Street America has designed a program that has helped transform thousands of downtown Main Streets across America. They utilize local and regional marketing data and inclusive community engagement to create transformation strategies.

Main Street America four strategies are:

- Economic Vitality
- Design
- Promotion
- Organization

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

Promotion positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases the community's unique characteristics.

Organization involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

The Main Street America program is designed to give a community the tools to revitalize their downtown.

Main Street America has prepared numerous resource manuals to help a community revitalize a downtown. The material ranges from fund raising and volunteer programs to design and development of a downtown area. One of the key focuses is the Main Street Approach Toolkit. As part of this process, the community needs to create a committee to help oversee and drive the development. As part of the goals, Lehi City will need to create an adhoc committee to oversee and help implement the main street plan. This adhoc committee will report to Lehi City and make recommendations on direction and course of action to help facilitate redevelopment.



Recommendation: Lehi City should invest in the Main Street America program to help focus on revitalization of the downtown area.

Currently there is a small revitalization that is naturally occurring. An old car wash was torn down and a two story office building was built. An old restaurant and parking lot was torn down making room for a 3 story mixed retail and housing project. A vacant property is being proposed for a three-story bed and breakfast. While this might not seem like much, it is movement in a positive direction. There



are plans for two other parking lots to be repurposed with 3 story buildings and one existing business wants to expand from one story to three stories in the next three years. We are also seeing some of the businesses remodeling both interior and exterior. This should help drive more foot traffic and residents to the downtown area.

In looking at weaknesses in the downtown area, the following are concerns:

- Infrastructure (water, sewer, electricity)
- Width of Main Street
- Parking
- Out-of-State Building Owners

Infrastructure is one of the main concerns for revitalizing Main Street. The electricity is still hung on poles that leave no room for buildings to go higher than existing buildings and the power has to be brought in from a block away. The issue is; does the business community need to bring in the power or is this part of a larger scale infrastructure upgrade needed for the downtown area? Water and sewer lines were developed for the existing buildings but not upsized for larger buildings. This could limit the size of buildings for the downtown area.

Recommendation: Lehi City needs to evaluate opportunities to partner with the business community to address infrastructure issues and costs.

The width of Main Street only allows for two lanes of traffic with a turn lane. Main Street is a an arterial road connecting Interstate I-15 and Saratoga Springs. Current traffic counts show 15,000 average daily drivers. The majority of these cars are not stopping but going through Lehi. This creates congestion and an unsafe walkable downtown. While the speed limit is 25 in some areas, cars constantly speed and don't obey crosswalks. People are trying to get from point A to point B as fast as



possible. Buildings affront the sidewalk, which doesn't leave much room for dining or selling of goods in front of stores.

Parking is another top concern for the city and businesses in the downtown area. Currently the city owns a lot of parking lots one block off of Main Street. The city is working with the businesses to recommend employees park in public spaces and allow patrons to park in designated business parking stalls. The city recognizes that at some point it might need to build a three to four tier parking structure to support parking for the downtown area. The timing of the parking structure will align with the development of the downtown area.

As with any downtown area, a portion of the buildings are owned by out-of-state businesses or individuals. These buildings are purchased as commercial rental units and therefore the owner is not looking to upgrade internal areas or store fronts, develop the property for a higher and better use, or sell the property. This creates a situation where portions of the downtown area are developed but leaving pockets that detract or hurt development. This is an area that needs to be addressed.

The other train of thought is to take your minimum number of parking stalls needed for a business and this becomes your maximum number of stalls allowed. This forces patrons to park on the outskirts of downtown and then walk to their destination. Most businesses don't like this as people still drive and want to be close to their destination.

Recommendation: Lehi City should evaluate parking requirements and work with the business community to determine a parking solution.

Lehi Main Street is from 850 East to 700 West consists of 87 acres. Of this 40.17 acres are single-family homes and 15.3 is exempt. Commercial and vacant land make up 27.44 acres, which is a little over 25%. Half of the retail sales that are generated in this area come from grocery food and beverage and motor vehicle and parts dealers. Kohler's grocery store, Standard Plumbing, Car Town, Artic Circle and O'Reilly Auto Parts make up the majority of the sales tax for the area.

According to the Zions Public Finance Retail Study July 2016, the Brokerage community stated there wasn't enough demand or opportunity for a large-scale development but there is for in-fill projects. As lease rates continue to grow in northern Lehi, this is driving opportunity to Main Street. Lehi City



will continue to see boutique restaurants, clothing retail, and smaller retail tenants occupying space on Main Street. This will create a higher turnover in tenants but currently there is tenant demand as vacancy rates are low. Lehi City needs to continue to work with the real estate and development communities to look for opportunity to build and lease structures along Main Street.

Overarching Priority #4: Increase Economic Development Capability

Objective

- Support Utah County Lead Efforts in Economic Development
- Support Mountainland Association of Governments in Economic Development and Transportation
- Continue to Work with the Point of the Mountain Chamber of Commerce and Other Non-Profit Organizations on Legislative Issues Affecting Economic Development Efforts in the State of Utah
- Continue to work with GOED, EDCUtah, Utah Valley University, SBDC, Development Community, Business Community and any other organization that will benefit and promote economic development

Goals

- Support Utah County Lead Efforts in Economic Development
 - Continue to build a relationship with Advisors Consulting Services
 - Meet with County Commissioners on quarterly basis to build relationships
 - Ensure County and City economic development goals align or work towards a beneficial outcome
- Support Mountainland Association of Governments (MAG) in Economic Development and Transportation
 - Continue to attend the MAG Economic Development Committee
 - Meet with MAG Economic Development Team quarterly
 - Support Lehi Engineering and Planning and Zoning transportation initiatives
- Continue to Work with the North Point Chamber of Commerce and Other Non-Profit Organizations on Legislative Issues Affecting Economic Development Efforts in the State of Utah
 - Work with North Point Chamber of Commerce to create a legislative committee
 - Drive legislative concerns through this committee to our legislators with recommendations
 - Become a legislative voice for the business community and municipalities
- Continue to work with GOED, EDCUtah, Utah Valley University, SBDC, Development Community, Business Community and any other organization that will benefit and promote economic development
 - Work with EDCUtah Business Development Managers in locating businesses to Lehi
 - Support GOED lead efforts and companies requesting EDTIF packages
 - Continue to network with and support all other entities that benefit and support economic development in Lehi

Utah County has a County Commissioner form of government. The current county commissioners are Commissioner Lee, Commissioner Ainge, and Commissioner Ivie. All three commissioners have Economic Development as an organization that they oversee. This shows their commitment and desire to see economic development succeed.



In 2008 it was determined that Utah County wanted to contract out for economic development services. At that time, The Economic Development Corporation of Utah was the successful bidder to provide economic development services. From 2008 – 2018, EDCUtah provided a person to help facilitate

economic development on behalf of the county with each city. As a representative of EDCUtah, this person was able to facilitate site selection tours, company tours and incentive packages with the county. In February 2018, Utah County requested new contract proposals. In July 2018, the County decided to award the contract to Advisors Consulting Services (ACS). ACS has spent a lot of time working with the county commissioners to develop strategic goals that align with the cities priorities. Since not all cities are aligned, the goals are overarching and create a framework of how the county commissioners will work with the cities and State of Utah. While ACS will fulfill the role and duties that EDCUtah was providing, they want to expand that service offering by becoming more of a resource to each city and facilitate county activities where needed. ACS recognizes that the county needs to be a partner in economic development as the cities control the property and incentives. This will allow for better access and dialogue with the county commissioners. Lehi City views this as a win win for everyone.

Mountainland Association of Governments (MAG) is a non-governmental entity that supports governmental entities. MAG provides the following services:

- Senior Services
- Transportation Planning
- Volunteer Opportunities
- Home Programs
- CDBG Programs
- Economic Development



Under economic development they provide the regional Comprehensive Economic Development Strategy (CEDS). The regional CEDS plan is needed when a municipality is submitting for economic development grant funding from the Federal Government. MAG can become the pass through entity for the grant funding. MAG runs the county CDBG program. Recently Lehi City has opted to utilize MAG to administer the cities CDBG funds. CDBG funds are to be utilized to support low to moderate income individuals. This can be done through infrastructure improvements to low to moderate income census tract areas, funding low to moderate income housing or job creation for low to moderate income individuals.

From an economic development perspective, MAG provides resources for all communities in Utah County by linking communities and grant funding opportunities together. They also control a revolving loan fund for small business loans. Lehi businesses are not eligible to utilize the revolving loan fund. This is due to the fact Lehi is an entitlement community for CDBG funding due to population size. MAG economic development meets quarterly with the economic development directors throughout Utah, Summit and Wasatch counties. The purpose of these meetings are to discuss topics affecting economic development from a city or county level and to review transportation issues. Economic development needs to support these meetings.



Recommendation: Lehi needs to support the CEDS, MAG Funding and be a partner in projects.

The Lehi Chamber of Commerce has rebranded to the Point of the Mountain Chamber of Commerce. The rebranding will allow the chamber to reach out into other communities that have not been tapped into previously. The Lehi Chamber brand was strong but left some communities and businesses feeling that it only benefitted Lehi. The new brand and name is more inclusive and will allow the chamber to grow in reach and membership.

At one point the Lehi Chamber was funded by Lehi City. As the city continued to grow so did the chamber and the need to become a stand-alone entity. The chamber transformed into the Lehi Chamber and became a 501c6. The Lehi Chamber focused on Lehi, Saratoga Springs and Eagle Mountain. As the Lehi Chamber has rebranded into the Point of the Mountain Chamber, this will open up new areas for the chamber to draw membership and provide services. Lehi City still works with the chamber by providing a location and paying membership dues.



The Point of the Mountain Chamber provides services for both large and small businesses. Services include monthly luncheons for networking, ribbon cutting and grand opening announcements, business of the month awards, membership directory and shop local campaigns. For larger businesses, the chamber has the Executive Round Table that focuses on legislative and large picture issues. From this group the chamber is going to create a legislative group. The chamber, through this group, will draft specific initiatives facing the business community and cities. The main goal is to become a lobbying group for the North Point area. As the chamber continues to grow so will its membership and services. Lehi City needs to continue to support the chamber and local businesses.

While an increase in economic capability focuses on three core areas, there are numerous other organizations the city needs to support or have a relationship with. The following list is not inclusive:

- Governor's Office of Economic Development
- Economic Development Corporation of Utah
- Utah Alliance for Economic Development
- UVU Small Business Development Center
- Mountainland Technology College
- Development Community
- Business Community

Increase economic development capability is meant to focus on external organizations that are integral in helping Lehi grow. These organizations include governmental, non-profits and for-profits entities.



Point of the Mountain
— CHAMBER —
CROSSROADS OF UTAH BUSINESS

Objective #5 - Quality of Life

Overarching Priorities

- Support the creation of trail systems linking business community, retail and housing
- Promote alternate modes of transportation, I.E. Trax, BRT, Bus, Shuttle, Biking, and/or Walking
- Promote Live, Work, Play balance to the development community
- Parks – Promotion of tourism through tournaments and usage
- Create a sustainable night life with social gathering opportunities

Goals

- Support the creation of trail systems linking business community, retail and housing
 - Continue to work with the trails committee on creation of a mountain bike trail system on Traverse Mountain in accordance with the trails master plan.
 - Continue to look for funding sources to build a pedestrian bridge over Triumph Boulevard connecting the Murdock Canal Trail System to the Lehi Rail Trail System.
 - Support trail systems through neighborhoods connected to retail or job centers.
- Promote alternate modes of transportation, I.E. Trax, BRT, Bus, Shuttle, Biking, and/or Walking
 - Continue to work with UTA, UDOT, Lehi City and the business community on alternate modes of transportation.
 - Promote non-peak hours for employees as well as telecommuting.
 - Work with Planning and Zoning to complete the Lehi City Transit Plan and work in implementation strategies.
- Promote Live, Work, Play balance to the development community
 - Continue to promote Transportation Oriented Development opportunities to the development community.
 - Push for more retail around job creation centers and in areas of high density housing. This includes restaurants, grocery stores, and support retail.
- Parks – Promotion of tourism through tournaments and usage
 - Work with Lehi Recreation Department and Utah County Tourism to promote existing and new ball fields for state and national tournaments.
 - Promote park space, sports complexes and dry creek reservoir as quality of life open spaces.
 - Inform the business community of the green spaces available for company activities.
- Create a sustainable night life with social gathering opportunities
 - As part of the downtown redevelopment, look for opportunities to create social gathering opportunities or a night life environment.
 - Work with development community to create developments that focus on walkability and promote a night life or gathering atmosphere.
 - Promote to the business community the implementation of green space or outdoor areas that can be used for social entertainment, employee gatherings or meetings.

Quality of life supports the concept that a community needs to provide positive features of life. This includes physical health, mental health, family, education, employment, wealth, safety, and life satisfaction. While a city can't drive physical and mental health, they can provide amenities in the community that will promote health and wellbeing. Cities can drive employment and wealth generation through business recruitment, public safety through law enforcement and programs, and family by providing housing opportunities for all walks of life.

Quality of life is a very broad term and means different things to different people. For some it's a vibrant night life, for others it's clean, safe parks, for others it's the opportunity to recreate or enjoy physical activities. Lehi has made a concerted effort to ensure that there is green space or parks for residents, connectivity through a trail system and a clean and safe city.



Draper City has a fully built-out mountain bike trail system in Corner Canyon. This system is directly north of Traverse Mountain. Lehi has undertaken the creation of a mountain bike trail system that would connect the Draper trail to the Lehi trail. This effort is being led by city staff and a trails group that has formed to help raise funds and provide labor for building and maintaining trails. To date, the trails committee has been successful in getting a tourism grant year over year for the past three years. Adobe has also become a sponsor in return for a trailhead at their location.

Economic development could help with looking at additional funding sources. Currently, Lehi has 8 hotels with another coming online in 2019. Lehi city collects a 1% tourism tax on all rooms sold and the county collects 4.5%. Year over year Utah County has not spent all the funding it receives in Transient Room Tax (TRT). The Utah County commissioners oversee the funds and are responsible to spend or allocate the funds. By state statute the funds have to be spent on tourism related projects. A mountain bike trail system will bring in mountain bike riders from the region, state and national that will drive hotel room nights as well as retail spending. This would be a worthwhile project for TRT funds.

The second opportunity for funding would come from the business community. Annually the business community is looking for opportunities to engage communities. This is done through volunteer hours or financial donations/sponsorships. Businesses could sponsor a section of the trail and in return receive naming rights or trailhead signage. They could also provide the annual maintenance on that portion of the trail. This could create a funding mechanism to build the trail system and provide ongoing maintenance.

Lehi city is currently working with BAUM Advertising to look at an opportunity to sell naming rights for a pedestrian bridge crossing Triumph Blvd. This is a new concept for a city, selling naming rights for bridges, parks, ball fields, and more. The goal is to get the bridge funded and built. BAUM Advertising is confident they will be able to sell the naming rights for a 10-year contract. The construction of this bridge will allow safe pedestrian access to the Lehi Trail System and the Murdock Canal trail system. If BAUM Advertising isn't successful in getting the pedestrian bridge naming rights sold, the city will have to look at alternate trail connectivity solutions. If Baum Advertising is successful, this could turn into a revenue stream for the city.



Additional funding sources would include Public Private Partnerships 3-P, Public Improvement Districts (PID), and Special Improvement Districts (SID). 3-P is creating a true partnership between the city and business community. Example would be if the business community wants to upgrade façade improvements in the downtown area and are willing to fund a portion or all of the improvements the city could utilize CDBG funding to help with funding. PID is a mechanism that a developer can use to bond for all infrastructure and utilize an additional tax on all properties in the PID area to pay the bond back. This is suited for new development and must have 100% participation when the PID is created. SID takes two-thirds of the business owners to agree and it is an additional tax that can be bonded against for public infrastructure improvements. Public improvements could include sidewalk, parking, streets, façade improvements, planters, signage, etc.



In 2018, Lehi City through Planning and Zoning, created a Transportation Oriented Development (TOD) ordinance. Included in the ordinance is a map showing 5 potential Transit Oriented Development (TOD) location located at future Trax stops throughout Lehi. These areas will have a higher density allowance and promote job creation through business development and/or retail. The core focus is to create an environment where residents can live, work and shop without having to drive a car. Connectivity to trail systems for biking or walking and bus or shuttle transit become imperative with TOD development.

Utah Transit Authority (UTA) in conjunction with Lehi City and Utah Department of Transportation (UDOT) is looking at enhancing alternate travel solutions besides personal vehicles. Solutions include Bus Rapid Transit (BRT) with dedicated lanes that can be utilized as a trax line in the future. UDOT and Lehi City are striping for bike lanes and improving or developing new trail systems. UTA is working with the business community to provide bike or scooter stations. These stations would allow patrons to rent Green Bikes or Byrd Scooters and ride them to their destination. Upon arrival they just leave the bike or scooter parked out front and pay for the time it was used. Most bikes or scooters are accessible throughout the day allowing patrons to utilize their services. Lehi City is also evaluating busy streets to ensure there are bike lanes, sidewalks and crosswalks for safe passage.



In the 2018 Utah Legislative session, a bill was passed that allowed communities to create Transportation Reinvestment Zones (TRZ). It allows a community to designate an area around a transportation corridor and take a percentage of the new taxes to help facilitate the infrastructure growth. TRZ's can go across City and County lines by entering into an interlocal agreement. Lehi City is currently looking at



a feasibility study to determine how much revenue a TRZ zone could create. The funding would be sourced to create bus rapid transit and or Trax development. Precursor meetings have shown a desire by the surrounding communities to look at an overall master plan where TRZ's can be utilized to help fund projects. It's recommended that Lehi City continue to work to this end.

Live, Work, Play is a key focus for all communities. It's the concept that residence can live, work and play in their own community. Live and work are self-defined as housing and employment. Play in one's own community is a little different. Some people define play as having retail shopping in close proximity. Lehi has seen a huge growth in fast, casual dining restaurants which has been driven by the outlet mall and the Class A office space development. The outlet mall provides for a retail shopping experience. Harmon's grocery chain opened its doors in 2018. Lehi is missing finer dining restaurants, social gathering places where alcohol is served and entertainment other than theaters. Other people consider play as the physical action. This includes recreation opportunities, parks, trail systems, and/or events. Lehi is currently working on Dry Creek Reservoir, which will supply the city with water as well as provide a recreational opportunity. The reservoir will provide fishing, canoeing, stand-up paddle boarding, picnic areas and swimming opportunities. Lehi also has over 20 linear miles of trail systems as well as bike lanes. Lehi also maintains over 250 acres of parks as well as an outdoor and indoor swimming pool, splash pad and recreation center. With the business and residential growth Lehi has been experiencing, it has been driving more and more opportunities to Live, Work and Play. Another utilization of Lehi's park space is for youth sports and league tournaments. The Legacy events center utilizes all the ball fields for little league baseball and a lot of park space for football and soccer. Lacrosse is becoming a main stream sport in Utah, so it competes with other traditional fields for space to play and practice. The parks department is also looking for funding to complete pickleball courts. Pickleball organizers are always looking for space to hold tournaments, practices and league play. Lehi is currently looking for funding to complete Peck Park, which is 72 acres that would include a four-plex baseball complex, basketball and pickleball courts, soccer fields, pavilions, jogging path and restrooms. The estimated cost is over \$10 Million. Rhodes Mellor is another proposed park with five-plex baseball complex, soccer fields, play grounds and restrooms. The estimated cost is over \$21 Million. Both parks would allow for tournaments and outside dollars coming in to the local economy. Another aspect is working with the local business community to utilize the park space for company events, barbeques, and company parties. This creates a quality of life for employees.

Night life opportunities or social gathering places has become a strong desire of millennials. The mean-average age for Lehi is 24.7, which is right in line with millennial age. Lehi has the opportunity to create multiple areas within the city. Breaking Lehi down into a north and south region, there is a great opportunity near the outlet malls or near the Megaplex Theaters.

Gathering places are usually close to job creation centers or housing accommodations. On the north end of Lehi, there are two locations that could develop into gathering places. Option 1 would be in front of the Traverse Mountain Outlets where Strap and Tank is being located. If all of the property was developed into eateries that are connected and allowed for walkability between the mall and hotel, this would be a great location. Option 2 would be at the corner of Ashton Blvd and Triumph Blvd. This is a central location for all the Class A development within Thanksgiving Park. If a restaurant row was created with finer dining, bars and a few fast casual dining options, this would create an afternoon and evening crowd option. As Lehi looks to redevelop the downtown area on the southern end this would allow for the creation of a gathering place. Currently Porters Place is being torn down with a three-story building replacing it. This will have one story of housing, one story of office space with the main level as retail. The developer plans on doing at least two more buildings of this nature. The Lehi Bakery wants to rebuild into a three-story building providing office space as well as the bakery. A new bed and breakfast establishment is being considered for downtown. All of these developments will help drive people to the downtown area and could create a nexus for a gathering place. The downtown is missing restaurants but with all the development this has the opportunity to grow.



The other aspect of creating gathering places is to give residents a reason to gather in a park or



downtown area. Lehi currently has an event coordinator that conducts events throughout the year. Most events are associated with holidays. These events can bring hundreds to thousands of people out to the parks or Main Street. During the summer months, Lehi partners with food truck vendors to put on food truck Tuesday. Every Tuesday at a park about 8 – 10 food trucks show up and stay open for the evening. This is a huge draw as residents walk to the park, get food and let their children play.

Recommendation: Grow the number of events to a bi-weekly or weekly occurrence in the downtown area. Events could range from an arts show and farmers market to live concerts. Events bring people together.

Conclusion:

Lehi City is ranked as one of the fastest growing cities in Utah. This is being driven by available land, designation of silicon slopes, stable government and a streamlined building entitlement and permit process. Lehi has set its self above a lot of communities by preparing for and welcoming development. This in turn has driven the average household income to over \$83,000, created high wage employment centers and driven demand for more single and multi-family housing. This strategic plan is a road map or guide for continued growth. It's considered a living document and needs to be updated annually and re-tooled every 5 – 10 years. This plan falls within the Economic Development Department. For any questions or comments contact the Economic Development Director.