

**Millard County General Plan
Economic Development
County Goals, Objectives and Implementation Strategies**

Economic Development

Millard County enjoys a diverse economic base and employment profile. The County will continue efforts to strengthen their existing position and will encourage economic growth that is compatible with the County's character and lifestyle. The County will also pursue economic development activities that complement existing businesses and industries.

County economic development priorities addressed in the following sections include:

- economic development and planning coordination
- business expansion and retention
- business recruitment
- value-added marketing for agricultural products
- education
- capital access

County Economic Development and Planning Coordination

Goal: Coordinate economic development planning with the County's General Plan.

Objective: Active Economic Development Office participation in General Plan implementation. Encourage revisions to the Plan as necessary.

Implementation Strategies:

Annually, the County's Economic Development Office will:

- solicit comments and input from County citizens and the County's Economic Development Board to review County economic development goals and objectives,
- review the County General Plan for consistency and compatibility with County Economic Development Department economic goals and objectives, and
- provide feedback to the County Planning Commission and County Planner as to how the General Plan may be modified to more clearly articulate the County's economic development direction.

Business Expansion & Retention

Millard County recognizes that job creation in rural communities is attained primarily through growth of local businesses. To support this growth, the Millard County Economic Development Office will make the support of its new and existing businesses its highest economic

development priority.

Goal: Create an economic environment favorable to the expansion and retention of existing businesses.

Objective: Develop and implement locally-based new and existing business support programs through the County Economic Development Office and local Chamber(s) of Commerce in cooperation with local, state, and federal resource personnel.

Implementation Strategies:

- Millard County will work with local communities and Chamber(s) of Commerce to assess and prioritize local business needs and challenges.
- Millard County will assist local businesses in identifying their specific business needs through implementation of Business Expansion & Retention (BEAR) visits, and will make a referral to resources available to address those needs through BEAR software.

Objective: Utilize Federal, State and local resources.

Implementation Strategies:

- Actively participate in training programs offered by the Governor’s Office of Economic Development (GOED), Utah Alliance for Economic Development, Small Business Development Center (SBDC at Snow College), Six County Association of Governments (Six County AOG), and the Economic Development Corporation of Utah (EDCU), etc.
- Actively work with GOED, Governor’s Rural Partnership Board (GRP), SBDC at Snow College, Six County AOG and other partners interested and able to support rural business expansion and retention.
- Millard County will work with local communities and business interests to compile a list of local, regional, and State-level business-assistance organizations and specialists covering topics such as business plans, financing, legal expertise and technology. This “resource list” will be updated annually.

Objective: Increase awareness and usage of business resources.

Implementation Strategy: The Millard County Economic Development Office will distribute the resource list information through various methods, such as:

- Business Expansion & Retention (BEAR) visits
- Presentations at local chambers and other business groups
- Newspaper ads or articles
- Availability of resource material at the Millard County Economic Development Office
- Information provided on the Economic Development page of the official Millard County website, www.millardcounty.org
- Other

Business Recruitment

Millard County offers an abundance of natural resources including minerals, agricultural products, energy components and wide open spaces. I-15, I-70 and Highway 50&6, as well as available rail and rail spurs provide access to markets across the Intermountain West. Millard County also offers varied recreational opportunities, a business friendly atmosphere and an exceptional quality of life.

Goal: Actively recruit businesses that contribute to and positively impact our communities.

Objective: Focus recruitment efforts on businesses that complement existing economic activities and support the existing economy.

Implementation Strategies:

- Millard County will continually evaluate and identify businesses that would complement existing industries.)
- County recruitment efforts will consider impacts to existing businesses. As identified in the Business Expansion and Retention section, Millard County will give priority to local enterprise for business development.

Objective: Target recruiting efforts on those businesses that complement the County's economic objective to diversify the economy in a manner consistent with the County's lifestyle and character.

Implementation Strategies:

- Continue efforts to attract and recruit compatible businesses to the County.
- Maintain contacts with the Governor's Office of Economic Development (GOED, the Economic Development Corporation of Utah (EDCU), and other national, State and local resources on potential new businesses.
- Develop and provide quality recruitment information.
- Screen prospective new businesses for compatibility with the County's General Plan and economic development objectives.
- Develop a systematic process to track and follow-up on potential business leads.

Objective: Maintain County land use ordinances and zoning regulations that are conducive to business recruitment and relocation efforts.

Implementation Strategies:

- Evaluate existing County ordinances to determine if they provide the flexibility necessary to attract desired industries and the specificity to deter others. Compatibility between zones and uses within each zone should also be evaluated.
- Evaluate existing County and community identified industrial zones and industrial parks in relation to available (and anticipated) services and desired community growth patterns.
- Complete a County land use analysis identifying the location of existing businesses and the desired location of future economic growth.

Objective: Develop and implement a hosting assistance team.

Implementation Strategies:

- Identify and recruit/appoint host team members
- Provide/continue training
- Update County information packet annually.

Objective: Provide assistance to local communities as they identify, attract and recruit businesses.

Implementation Strategies:

- Facilitate the development of local recruitment plans that target missing sectors of the local economy.
- Cooperate with local Chambers of Commerce and other entities to collect and track baseline economic data. The County Economic Development Office will act as a clearinghouse for this information.
- Support training for local communities on recruitment planning and marketing.

Value-added Agriculture

Millard County recognizes the economic contributions made by the area's agriculture industry and related businesses. The County will continue to encourage and support growth and expansion of this sector.

Goal: Preserve and strengthen the County's agricultural sector.

Objective: Increase awareness of the role that agriculture plays in the County's economy.

Implementation Strategies:

- Develop an inventory of existing agribusinesses and collect baseline statistics.
- Continue to provide information on farmland preservation.
- Sponsor education and awareness programs and materials.

Goal: Protect the County's agricultural land base.

Objective: Maintain County-level land use ordinances that protect prime agricultural land and accommodate the accompanying uses.

Implementation Strategies:

- Maintain unit/acreage densities within prime agricultural areas that are appropriate for maintaining agricultural uses and practices.
- Amend County land use ordinances as appropriate to address conflicts between incompatible agriculture and non-agricultural land uses.
- Continued support for owner-initiated "agricultural protection areas" (APAs).

Goal: Promote value-added agricultural products.

Objective: Increase demand for local feed, livestock and dairy products.

Implementation Strategies:

- Support the growth and business viability of existing farms, dairies and feedlots
- Encourage and support best practices in farming, animal husbandry and marketing.

Objective: Increase value-added livestock products through consumer ready products

Implementation Strategies:

- Develop support industries for existing and new agricultural businesses
- Support and enhance established processing plants
- Develop strategies to identify and develop business opportunities addressing regional agri-business processing gaps.

Education

Millard County views education and training as key components in fostering continued economic growth within the area. The County supports public and private efforts to provide educational and vocational training opportunities for County residents and business owners.

Goal: Increase awareness and utilization of business education and training opportunities for county residents and businesses.

Objective: Identify local business education needs.

Implementation Strategy: Request and maintain records of business education needs when interacting with local businesses.

Implementation Strategy: Request follow-up data from businesses who participate in classes or workshops to identify additional business education needs.

Objective: Identify available educational resources within the county and region.

Implementation Strategy: Maintain communication between known business-related educational resource providers, such as:

- Small Business Development Centers at Snow College
- Utah State University Distance Education, Delta Technical Center
- High school & adult technical classes, Delta Technical Center
- Utah State University Extension classes
- Custom Fit employee training program, Snow College
- Other

Objective: Utilize available educational resources within the county and region.

Implementation Strategies:

- Invite educational resource providers to offer business-related education which has been identified as needed by Millard County businesses.
- Educate local businesses concerning the resources and courses available.
- Encourage training session attendance.

Capital Access

In order for the County's economy to grow from within, adequate capital must be available to local businesses. The County's Economic Development Office does not currently administer small business funding programs. The Office may assist local businesses in the identification of available funding sources and provide materials to assist in the preparation of funding applications.

Goal: Increase the awareness and accessibility of capital available to local business interests.

Objective: Identify available primary funding sources.

Implementation Strategy: Regularly update primary funding source information and reduce information to a one or two page fact sheet with contacts which may include but not be limited to:

- Banks
- Credit Unions
- Other

Objective: Identify available secondary funding sources.

Implementation Strategy: Regularly update secondary funding source information and reduce information to a one or two page fact sheet with contacts for lending institutions or incentive programs which may include but not be limited to:

- Revolving loan fund (Six-county AOG)
- Targeted Business Assistance Fund (Six-county AOG)
- Fast Track grant program (GOED)
- Other

Objective: Support businesses through loan preparation process.

Implementation Strategy: Provide business plan and financial plan forms at the county Economic Development Office.