Economic Diversification
Lifting up Communities
1,860 County Pop.
28,892

Total Population
77,758
WHY .... DIVERSIFY?

- 20 to 35% tax base from coal reliant jobs
- 3% average Utah unemployment rate
- 7.5% unemployment in Garfield, Wayne, Piute Counties

WHY.......DIVERSIFY?
COMMUNITY & COUNTY EFFORTS TO DIVERSIFY & STRENGTHEN TOURISM - EVENTS
If you build it, they will come

-Field of Dreams (1989)
Mount Pleasant City

Population
3,300

Current Assessed Value
$20 M

Total Jobs
350

Model To Follow
If you build it, they will come?
Area Sector Analysis Process (ASAP)

Business Compatibility + Community Desirability =
Bachelor of Science in Software Engineering effective Fall 2017

- Entrepreneurship
- Digital Media Design
- Web Development
WE DON’T NEED THE JOBS, WE NEED THE INCOME FROM THE JOBS
RURAL ONLINE INITIATIVE PILOT PROGRAM

$2.1 Million

3 Year Pilot

4 Full Time Staff
Master Remote Work Professional Certificate

1 Month Course
9 Online Modules
4 Interactive Workshops

ENTREPRENEUR
- Start an online business
- Be your own boss
- Sell products you can make

FREELANCER
- Learn a Marketable skill
- Use your skills to serve clients online
- Make your own schedule

REMOTE EMPLOYEE
- Set working hours
- Consistent income
- Work wherever you have an internet connection
RURAL ECONOMIC DEVELOPMENT INITIATIVE (REDI)

Authorizes a rural employment expansion grant for the creation of new high paying jobs in counties of the fourth, fifth, or sixth class (Rural)

- Business entity applies and receives approval for participation
- Pay at least 125% of the average county wage
- Employee works at least 30 hours per week
- Period of at least 12 consecutive months
- Business may qualify for no more than $250,000 in any fiscal year

$4,000 - $6,000 per employee
RURAL ONLINE WORKING HUBS

- Rehabilitate Existing Building
- Provide Office Space & Meeting Rooms
- Innovative Equipment Such as 3-D Printers
- Photo Lab and Resources for Business Development

Rural Co-Working & Innovation Center

- High Speed Internet
“We need to find ways to adapt to the changing market and find a pathway to success.”

GOVERNOR GARY R. HERBERT, 2017
WEBSITES

Area Sector Analysis Process
https://wrdc.usu.edu/programs/asap

Snow College
https://www.snow.edu/

Rural Online Initiative
https://remoteworkcertificate.com

Rural Economic Development Initiative (REDI)
https://business.utah.gov/rural/

Rural Online Working Hubs (Legislation)
https://le.utah.gov/~2019/bills/static/HB0296.html