



DOUGLAS PULSIPHER

AN 84,899 SQUARE-MILE, HIGH-END PRODUCT TESTING LAB... OR **“Utah”** for short



OTT MARKEWITZ / SKI UTAH



ERIC SCHRAMM



ADAM BARKER



DAN CAMPBELL / SKI UTAH





The first & only state to have an **OUTDOOR RECREATION OFFICE**

OUR MISSION

Establish a nationwide recreation management standard, acknowledging that outdoor recreation is an essential component of Utah's culture, identity, diverse economy, and well-being, and ensuring that the State's natural assets can sustain economic growth and quality-of-life dividends for years to come.

BEST STATE FOR SMALL BUSINESS

The Utah's Outdoor Recreation Office works to promote Utah as a top business state through key programs. The Governor's Office of Economic Development (GOED) offers a range of services to help the Outdoor Recreation industry expand.

INCENTIVES: GOED offers a range of tax credits and training funds that can help companies expand their workforce, utilize alternative energy or use recycled materials in the manufacturing process.

RURAL DEVELOPMENT OFFICE: The rural development team support local economic development in rural areas to support business expansion, entrepreneurship and infrastructure development.

INTERNATIONAL TRADE AND DIPLOMACY OFFICE: The international team help Utah companies do business internationally and expand existing markets. One-on-one mentoring, region specific seminars, trade missions, and networking events such as the International Summit are some of the services.

PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTAC): PTAC helps Utah companies to secure local, state and federal government contracts.

GOED PARTNERS: Utah Small Business Development Centers Network (SBDC); Utah Fund of Funds (UFOF); and the Utah Center for Aeronautical Innovation and Design, which offers prototype and testing services for outdoor products.

To find out more about what Utah has to offer visit:

BUSINESS.UTAH.GOV



ADAM BARKER



ADAM BARKER




**GOVERNOR'S
OUTDOOR
RECREATION**

SUMMIT

The Utah Outdoor Recreation Office, under the Governor's Office of Economic Development, will host the first Governor's Annual Outdoor Recreation Summit on Thursday, May 8, 2014.

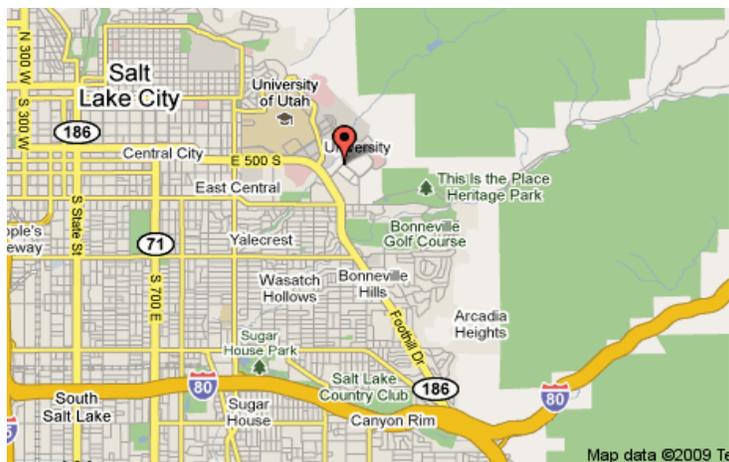
The Summit is an inspiring and insightful statewide initiative planned in conjunction with the outdoor industry, counties, communities, user groups, and state and federal land management agencies.

The focus is simple: explore and share new ways to responsibly grow, promote and enhance Utah's flourishing recreation economy. The summit will be held at the University Park Marriott.

For tickets visit: <http://bit.ly/1dvXQel>

Early registration fee is \$50.

Schedule subject to change



MAP & ADDRESS:
University Park Marriott
480 Wakara Way
Salt Lake City, UT 84108

MAY 8, 2014



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

Not only is Utah a **BEST STATE FOR BUSINESS**

but also ...

#1 state to live in by 2032

—CNN MONEY PROJECTS



DAN CAMPBELL / SKI UTAH

#1 state FOR
VOLUNTEERISM
7TH YEAR IN A
ROW

UTAH RANKS 9TH
NATIONALLY IN THE
PERCENTAGE OF
PEOPLE WHO BIKE
TO WORK

14 RESORTS EASILY ACCESSIBLE TO THE
“**Greatest Snow on Earth®**” AND 11
WITHIN AN HOUR’S DRIVE OF SALT LAKE
CITY AIRPORT.

“The State of Utah and particularly the City of Ogden were extremely welcoming and very helpful to us as we planned our relocation. I was really impressed with Ogden’s focus on outdoor recreation, particularly as it related to the cycling industry. Ogden is a great place to raise a family and the outdoor recreation opportunities for cycling, hiking and skiing are among the best anywhere.”

— Lance Larrabee, TRP Brakes

UTAH EARNS
TOP SPOT IN 12
OF 20
SKI MAGAZINE
READER
SURVEY
CATEGORIES

5 NATIONAL PARKS, 43 STATE PARKS, 7
NATIONAL MONUMENTS, AND 22 MILLION
PLUS VISITORS ATTRACTED EACH YEAR
TO THE WONDERFUL EVENTS & BEAUTY
OF UTAH

UTAH BOASTS THE YOUNGEST AND
HEALTHIEST WORKFORCE IN AMERICA

82% OF UTAH’S POPULATION PARTICIPATE
IN OUTDOOR RECREATION EACH YEAR, MORE
THAN ANY OTHER STATE.
--OUTDOOR INDUSTRY ASSOCIATION

PARK CITY HAS BEEN INTERNATIONALLY RANKED AS A “**Gold Medal Level Ride Center**” FOR THE QUALITY OF ITS MOUNTAIN BIKING AMENITIES, EARNING THE HIGHEST SCORE EVER GIVEN BY THE INTERNATIONAL MOUNTAIN BIKING ASSOCIATION.



JACOB W. FRANK



NEAL HERBERT





JACOB W. FRANK



ADAM BARKER

“With Utah as our headquarters, we have benefited from the hardworking and competent workforce. Few places in the country offer the diversity of experiences the Utah workforce has had. A significant percentage of our team has lived overseas and speaks a foreign language. Many have worked in other consumer product companies. It’s relatively easy to find well educated employees. Come join us!”

— Joe Atkin, CEO, Goal Zero

A STABLE BUSINESS ENVIRONMENT

Companies appreciate our business-friendly climate and great livability. Utah offers many logistical advantages with a broadband service that is unrivaled in the U.S., as well as a centralized location and transportation infrastructure that provides the ability to get product to market quicker and at lower cost.

STABLE STATE GOVERNMENT

Ranked as one of the best-managed states, Utah is one of the few states maintaining a AAA bond rating and is poised for even more growth.

LOW TAXES

Utah has a sensible regulatory environment and one of the most friendly business tax rates in the U.S.

EDUCATED WORKFORCE

Governor Gary R. Herbert’s goal for Utah is that by 2020 66% of adult Utahns will have a postsecondary degree or professional certification. Right now over 40% of Utah’s population holds a higher education degree. Residents speak over 130 languages.

UNIVERSITY STRENGTHS:

Nanotechnology; Software/IT; Biomedical engineering; Energy cleantech; Business; Accounting.

QUALITY OF LIFE

Voted best state to live, Utah is home to 5 national parks, 43 state parks, 7 national monuments, with over 22 million visitors attracted each year to the wonderful events and beauty of Utah.

STRONG INFRASTRUCTURE:

The “Crossroads of the West”: Utah offers a centralized, low-cost distribution point for the Western U.S. the most on-time airport in the nation and a highly ranked public transportation system, including a rail system which serves 80% of the state’s population.

Low-cost Energy: Electricity – 4th lowest among U.S. states; Gas – 10th lowest among U.S. states

Public Lands: Within the Bureau of Land Management’s (BLM) 245 million acres of America’s public lands, 23 million are located in Utah.

CONTACT US

To learn more about what Utah does or can do for your business contact the Outdoor Recreation Office or visit business.utah.gov



Utah Governor’s Office of
Economic Development
BUSINESS • TOURISM • FILM



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UTAH
OUTDOOR
RECREATION
LIFESTYLE

No other state can match the juxtaposition of a resource rich urban setting with an inspiring and undeveloped mountain playground just minutes from where we work and play."

— Peter Metcalf, CEO Black Diamond