Tooele City Economic Development Strategic Plan 2026-2029

1. BUSINESS ATTRACTION

To successfully attract targeted industries, Tooele City should implement proactive strategies that combine site readiness, targeted marketing, partnerships, and incentive tools. The following actions support attraction of key sectors including manufacturing, biosciences, aerospace and defense, outdoor recreation manufacturing, financial services, healthcare, and large-scale retail and restaurants.

1. Develop and Market Industry-Ready Sites

Identify, zone, and prepare priority industrial and commercial sites suitable for targeted industries.

Invest in infrastructure readiness including utilities, roads, broadband, and freight access.

Create site profiles and marketing materials highlighting available land, buildings, and development opportunities.

2. Targeted Industry Marketing and Outreach

Develop marketing campaigns focused on the City's competitive advantages such as available land, workforce potential, proximity to the Wasatch Front, and lower operating costs.

Conduct targeted outreach to companies within priority sectors, including site selectors and industry networks.

Promote Tooele City through trade shows, industry events, and digital marketing.

3. Strengthen Regional and State Partnerships

Coordinate recruitment efforts with state and regional economic development organizations to attract large employers and investment.

Collaborate with county and regional partners to promote the broader Tooele Valley as a business destination.

Leverage state incentives, workforce programs, and business recruitment initiatives.

4. Support Workforce Development for Target Industries

Work with education and training institutions to align workforce training programs with targeted industries such as advanced manufacturing, aerospace, biosciences, healthcare, and finance.

Promote apprenticeship programs, technical training, and employer partnerships that support industry needs.

5. Utilize Strategic Incentives and Development Tools

Establish clear policies for incentives such as tax increment financing, fee reductions, expedited permitting, or infrastructure participation to attract high-quality employers.

Prioritize incentives for companies that create high-wage jobs, diversify the economy, and invest in long-term operations.

6. Support Commercial Growth for Retail and Restaurants

Identify and promote priority commercial corridors and retail development sites.

Recruit anchor retailers and restaurants that can catalyze additional commercial investment.

Use market data and retail leakage analysis to attract businesses that meet unmet consumer demand.

7. Promote Industry Clusters and Supply Chains

Encourage businesses that support existing regional industries such as aerospace, defense, and manufacturing supply

Position Tooele City as a cost-effective location for suppliers and supporting industries to major Wasatch Front employers.

8. Enhance Business-Friendly Development Processes

Maintain predictable permitting timelines and transparent development processes.

Provide a single point of contact for prospective companies to assist with site selection, approvals, and connections to local resources.

Together, these strategies will position Tooele City to attract high-quality employers, strengthen priority industries, expand the tax base, and create long-term economic opportunities for residents.

2. BUSINESS RETENTION & EXPANSION

1. Site Visits

Conduct quarterly market analysis to gauge areas of potential outreach, whether existing business owners, property owners, or property managers.

Coordinate monthly meetings with Economic Development Director and a rotating member of the city council to select businesses, property owners, or property managers within the city to visit and discuss current state of business and a business's future plans.

2. Market Data Analysis

Coordinate quarterly reviews of vacancy rates from Costar

Conduct quarterly review of sales tax reports to analyze overall sales tax for point of sale locations.

Analyze data through Placer.ai to notice and report to businesses on overall consumer trends.

3. Strategic Partnerships

Continue strategic collaboration with EDCUtah and Governor's Office of Economic Development.

Identify potential partnerships between Tooele Technical College and Utah State University.

Tooele City to continue partnership with Tooele County including the gathering County support for large projects as well as being a viewpoint of the County's small business growth efforts.

3. MARKETING

Develop a Clear Economic Development Brand

Create a consistent brand and messaging that communicates Tooele City's strengths, including affordability, available land, access to the Wasatch Front, and quality of life.

Develop a unified visual identity and messaging framework for economic development marketing materials.

2. Enhance the Economic Development Website and Digital Presence

Maintain a dedicated economic development section on the City website with key information for businesses and investors.

Include site and building inventories, demographic and workforce data, infrastructure information, and development

Ensure the website is easy to navigate and regularly updated with available opportunities.

3. Create Professional Marketing Materials

Develop brochures, fact sheets, and digital materials that highlight Tooele City's assets and targeted industries.

Prepare industry-specific marketing packages for sectors such as manufacturing, aerospace and defense, biosciences, and outdoor recreation manufacturing.

Produce site profiles for key development sites.

4. Promote Available Sites and Development Opportunities

List commercial and industrial properties on regional and state economic development platforms.

Highlight shovel-ready sites, redevelopment opportunities, and priority commercial corridors.

5. Conduct Targeted Business Outreach

Build relationships with site selectors, developers, and industry leaders.

Participate in industry conferences, trade shows, and regional economic development events.

Conduct direct outreach to companies that align with the City's targeted industries.

6. Leverage Regional and State Partnerships

Collaborate with county, regional, and state economic development organizations to promote Tooele City to national and international investors.

Participate in joint marketing campaigns and recruitment efforts.

7. Use Data to Demonstrate Market Opportunities

Share demographic, workforce, and market data that demonstrates Tooele City's potential for business growth.

Utilize retail leakage and industry cluster data to attract retail, services, and targeted industries.

8. Highlight Quality of Life and Community Assets

Promote the City's quality of life, outdoor recreation opportunities, housing affordability, and family-friendly environment as part of business attraction efforts.

Emphasize community amenities that support workforce recruitment and retention.

9. Share Success Stories and Local Business Growth

Publicize new investments, business expansions, and development milestones through press releases, social media, and newsletters.

Showcase successful local businesses and entrepreneurs to reinforce Tooele City's business-friendly reputation.

10. Maintain Ongoing Communication with Stakeholders

Provide regular updates to businesses, developers, and community stakeholders about economic development initiatives and opportunities.

Use newsletters, social media, and community events to maintain visibility and engagement.

4. STRATEGIC PARTNERSHIPS

1. Strengthen Collaboration with Regional and State Economic Development Organizations

Coordinate business attraction and retention efforts with county, regional, and state economic development partners.

Participate in regional marketing initiatives and recruitment opportunities that promote Tooele City to national and international businesses.

Work together to identify and pursue opportunities for large-scale employers and investment.

2. Partner with Workforce and Education Providers

Collaborate with local school districts, technical colleges, universities, and workforce training organizations to align education and training programs with the needs of targeted industries.

Support internship, apprenticeship, and career pathway programs that connect students with local employers.

Promote workforce development initiatives that prepare residents for jobs in manufacturing, healthcare, aerospace, biosciences, and other priority sectors.

3. Engage the Local Business Community

Build relationships with local business owners, industry leaders, and entrepreneurs to better understand business needs and opportunities for growth.

Partner with business associations, chambers of commerce, and industry groups to support networking, information sharing, and business advocacy.

4. Collaborate with Developers and Real Estate Professionals

Establish relationships with commercial and industrial developers, brokers, and site selectors to promote development opportunities in Tooele City.

Work with private-sector partners to identify market trends, available properties, and redevelopment opportunities.

5. Coordinate with Infrastructure and Utility Providers

Work closely with transportation agencies, utility providers, and broadband providers to ensure infrastructure investments support economic development priorities.

Collaborate on long-term planning to prepare key sites and corridors for future growth.

6. Pursue Grants and Funding Opportunities

Partner with regional organizations, educational institutions, and nonprofits to pursue state and federal funding opportunities that support infrastructure, workforce development, and economic development initiatives.

Coordinate grant applications that can help fund priority projects and strategic initiatives.

7. Support Healthcare and Community Service Partnerships

Collaborate with healthcare providers and community organizations to strengthen healthcare services and facilities that support residents and workforce needs.

Encourage partnerships that expand healthcare access and employment opportunities.

8. Maintain Ongoing Communication with Key Partners

Hold regular coordination meetings with regional partners and key stakeholders to share updates and align economic development strategies.

Establish clear points of contact and communication channels to improve collaboration and responsiveness.