



2026-2029

Economic Development Strategic Plan





On the cover:
Deseret Peak Wilderness
Stansbury Mountains by
Oquirrh Mountain Range
Rocky Mountains, Utah.

Focus Area 1: Business Attraction

Business Attraction focuses on recruiting new companies and investment that align with Tooele City’s economic strengths, workforce, and long-term growth goals. This strategy promotes the city as a competitive location for business by highlighting available sites, transportation access, workforce availability, quality of life, and a supportive business environment. Targeted outreach, marketing, and partnerships with regional and state economic development organizations will help attract industries that diversify the economy, create quality jobs, and expand the local tax base. By focusing on industries that complement existing businesses and community priorities, Tooele City can encourage sustainable and balanced economic growth.

Targeted Industries:



Manufacturing



Biosciences



Aerospace
& Defense



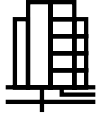
Outdoor
Recreation



Financial
Services



Healthcare



Large Scale
Retail

Implementation Strategies:

- Develop market industry-ready sites
- Targeted industry marketing and outreach
- Strengthen regional and state partnerships
- Support workforce development for target industries
- Utilize bespoke incentives and development tools
- Support for commercial growth for retail and restaurants
- Promote industry clusters and supply chains
- Enhance business-friendly development processes

Our Vision

A desirable location for the prosperity of locals and businesses; a hospitable, small-town feel combined with a metropolis of industry of regional importance; a place where people live, work, learn, and govern together for the common good.

Our Mission

Advance economic opportunity and high quality of life for all.

This mission is supported by a strategic plan that emphasizes:

- **Diverse Economic Base:** Attracting high-wage jobs and broadening industry types to strengthen the local economy.
- **Collaborative Efforts:** Partnering with state and local organizations to promote business attraction and improve overall infrastructure that streamlines development.
- **High Quality of Life:** Investing in infrastructure and revitalizing areas like Downtown and Broadway to enhance community and tourism.

Strategic planning aims to provide a cooperative vision for mutual achievement and prosperity for the public and private sectors. Give leaders in the community a place to reflect strategically and come to an agreement on initiatives and solutions. Assemble a broad coalition comprising all associations, factions, and backgrounds.

Focus Area 2: Business Retention and Expansion (BRE) Program

Business Retention & Expansion (BRE) is a core strategy for strengthening Tooele City’s economy by supporting the success and growth of existing businesses. The program focuses on building relationships with local employers, identifying operational challenges, and connecting businesses with resources, workforce support, infrastructure improvements, and financing opportunities. Through regular outreach, surveys, and direct engagement, the City can better understand business needs, address barriers to expansion, and help companies remain competitive. Prioritizing BRE helps retain jobs, encourage reinvestment, and foster sustainable economic growth while reinforcing Tooele City as a supportive and business-friendly community.

Implementation Strategies:

- Site visits
- Market data analysis
- Strategic partnerships

Data U.S. Census Quick Facts, July 2024

POPULATION

40,919

MEDIAN AGE

32.7

MEDIAN HOUSEHOLD INCOME

\$96,221

ANNUAL GROWTH RATE

3.10%

MEDIAN PROPERTY VALUE

\$431,787

Sources: Zillow, February 2026



LABORFORCE
PARTICIPATION RATE

Tooele City
71.4%

Sources: Census ACS,
2024 5-year average



UNEMPLOYMENT
RATE

Tooele City
3.7%

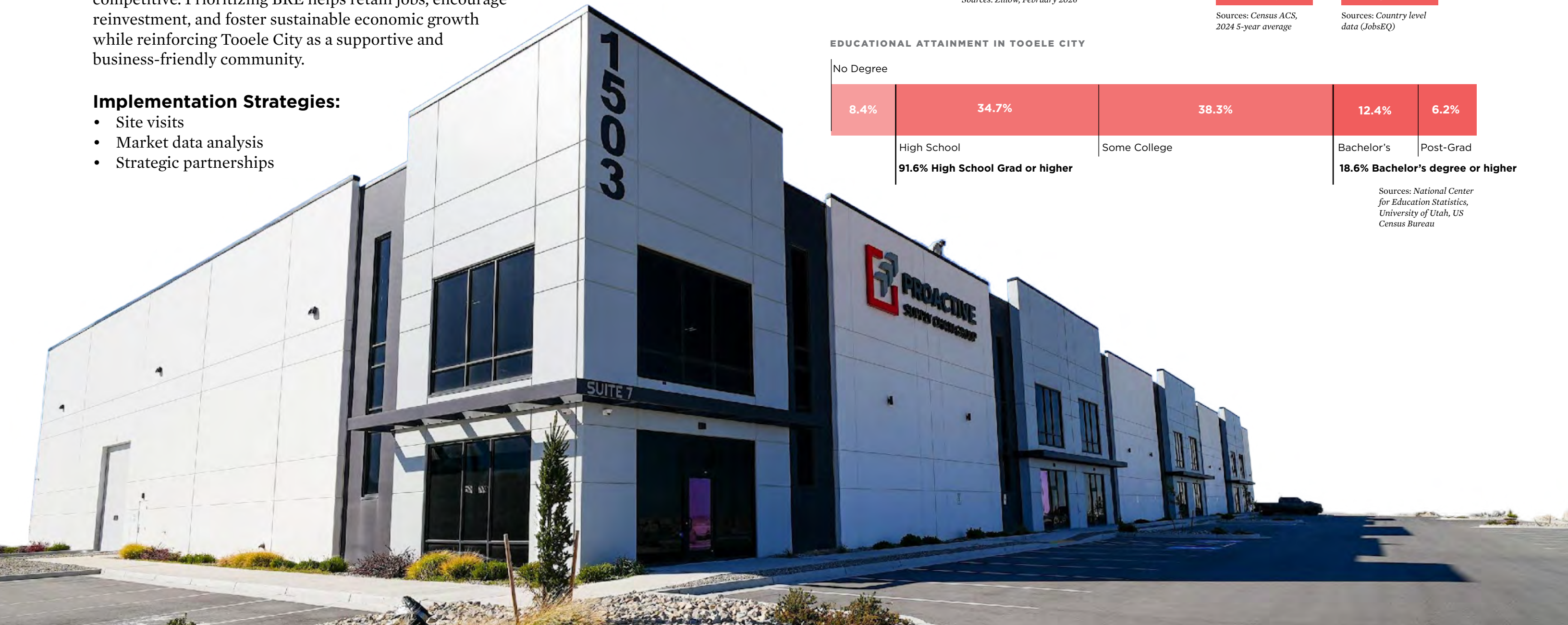
Sources: Country level
data (JobsEQ)

EDUCATIONAL ATTAINMENT IN TOOELE CITY

No Degree

8.4%	34.7%	38.3%	12.4%	6.2%
	High School	Some College	Bachelor's	Post-Grad
	91.6% High School Grad or higher		18.6% Bachelor's degree or higher	

Sources: National Center
for Education Statistics,
University of Utah, US
Census Bureau



Focus Area 3: Marketing

Marketing plays a key role in positioning Tooele City as a competitive and attractive location for businesses, investors, and visitors. A coordinated marketing strategy will promote the City's strengths, including available land, proximity to the Salt Lake metropolitan area, workforce potential, transportation access, and high quality of life. Through updated branding, targeted outreach, digital presence, and partnerships with regional and state organizations, Tooele City can increase visibility among site selectors, developers, and entrepreneurs. Effective marketing supports business attraction, encourages investment, and strengthens the City's reputation as a business-friendly community.

Implementation Strategies:

- Develop a clear economic development brand
- Enhance the economic development website and digital presence
- Create professional marketing materials
- Promote available sites and development opportunities
- Conduct targeted business outreach
- Use data to demonstrate market opportunities
- Highlight quality of life and community assets
- Share success stories and local business growth
- Maintain ongoing communication with stakeholders



Focus Area 4: Strategic Partnerships

Strategic partnerships are essential to advancing Tooele City's economic development goals. By collaborating with regional, state, educational, and private-sector partners, the City can leverage additional expertise, resources, and funding to support business growth and investment. Key partnerships may include Tooele County, EDCUtah, Governor's Office of Economic Opportunity, Enbridge, Rocky Mountain Power, Tooele County Chamber of Commerce, Utah State University-Tooele, and Tooele Technical College. In addition, the Economic Development Director will look to partner with workforce and education providers, industry associations, and local business groups. Coordinated efforts with these partners help strengthen workforce development, attract new industries, support existing businesses, and promote Tooele City as a competitive location for economic growth.



Implementation Strategies:

- Strengthen collaboration with regional and state economic development Organization
- Partner with workforce and education providers
- Engage the local business community
- Collaborate with developers and real estate professionals
- Coordinate with infrastructure and utility providers
- Pursue grants and funding opportunities
- Support healthcare and community service partnerships
- Maintain ongoing communication with key partners

Want to know more about doing business in Tooele City?



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