



8: Family-Sustaining Jobs

Santaquin will encourage family-sustaining job creation, so that those who want to work in the City can do so, understanding that some will continue to enjoy a lifestyle that includes commuting outside of town for work. Adequate local jobs also help ensure fiscal sustainability for our city, increasing and diversifying our tax base. The City will actively pursue businesses that strengthen the existing community and support current and anticipated residents, focusing jobs downtown, in commercially zoned areas, and at the City's south interchange while also supporting work-from-home opportunities.

Since Santaquin is consistently growing, it's reasonable to anticipate that additional businesses will want to locate in the City, and it is also likely that existing businesses will expand. The number of housing units and commercial business growth have a very strong relationship. Pass-through traffic from Interstate 15 and US Highway 6 will generate additional business, but stores that rely on everyday patrons need a critical mass of nearby residents to succeed.

LOCAL FOCUS AREAS FOR JOB GROWTH

Recent growth along with economic development efforts by the City Council have resulted in a grocery store, Macey's, being constructed near the Main Street/Interstate 15 Interchange, and the east side of that interchange has many new

businesses that are highway oriented and also meet some local demands.

The Summit Ridge Parkway/Interstate 15 interchange has begun to develop with commercial businesses and medium to higher density residential use. The existing gravel and materials processing business on the south side of the Summit Ridge Parkway is anticipated to change use as property values rise in the area.

The train west of downtown may provide opportunity for both transit oriented development and manufacturing/industrial uses. The city-owned property, for example, has great potential to be a business park. This industrial zoned area south of the Summit Ridge Parkway and US Highway 6 could support economic growth in the



manufacturing and warehousing job sector that would create needed family-sustaining jobs within the community.

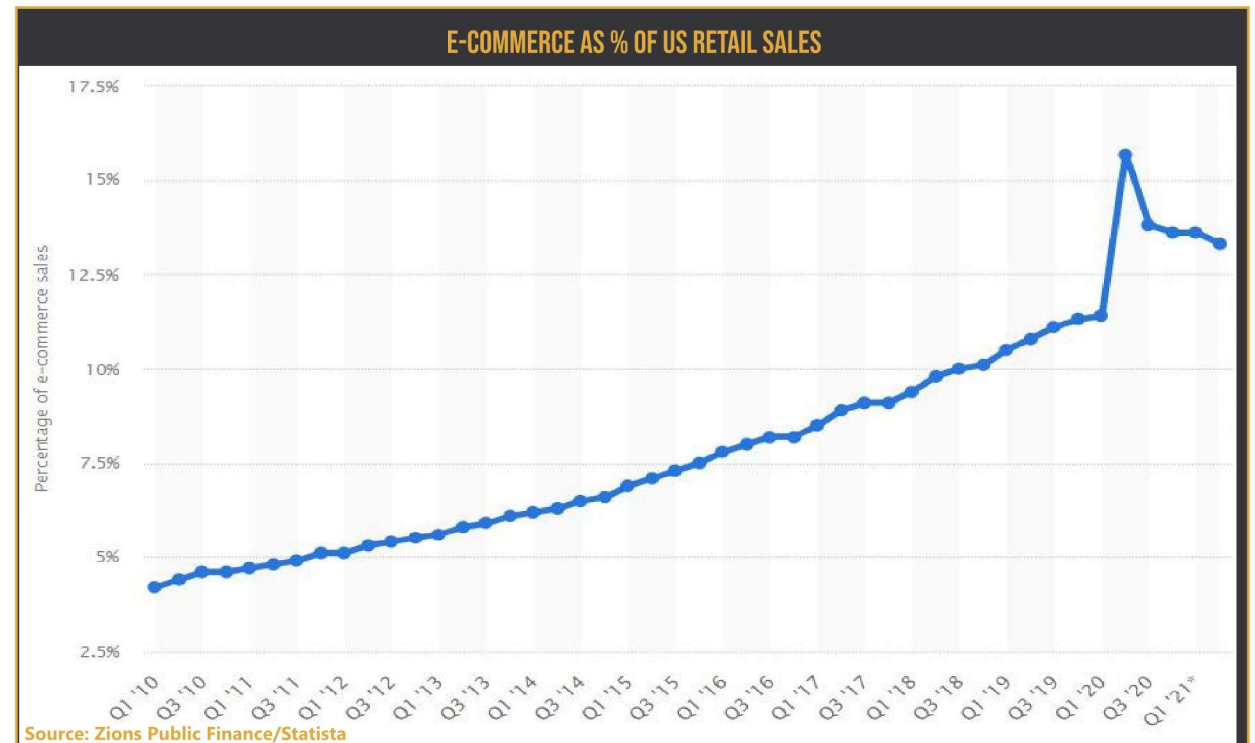
These three areas—the Main Street/Interstate 15 interchange, the Summit Ridge Parkway/Interstate 15 interchange, and the area south of the Summit Ridge Parkway/US Highway 6 intersection—represent the areas with the most commercial, retail, office, and manufacturing opportunity.

NATIONAL TRENDS WITH LOCAL IMPACT

Nationally, office uses struggle as the work from home phenomenon, exacerbated by the pandemic, continues to expand. Many employers simply are not leasing as much office space as they did in previous years. Shared office space has become common, even shared private individual offices, with designated, but separate, work days for the individuals in that office space. The need for meeting rooms where a working team can gather and collaborate has become integral to most new office businesses. It's unknown whether this trend will continue.

Demand for retail space is also declining, with the significant rise in online purchasing. Delivery vans are commonplace on neighborhood streets all across America. Some big box stores are going out of business or are transitioning to or being replaced with distribution models of business such as those that Amazon employ.

The COVID-19 pandemic has had other impacts that affect economic development. Sales tax revenues are no longer just generated in communities having significant commercial development. Online shopping by address is now captured to assure that the sales taxes generated by purchases from home are returned to the local community. Local city budgets have seen increases in sales taxes, even if their actual physical commercial development is not very extensive.





Another impact of the COVID-19 pandemic has been an increase in walking and biking. Electric bikes are in great demand in most cycling stores, and interest in being close to town with its associated shopping, employment, food outlets, and entertainment has increased. Nationally, past polls by the National Institute for Transportation and Communities have suggested that about 25% of the population, especially millennials, want walkability and close proximity to town. This suggests that more housing choices near town would have a synergistic effect on commercial business in town.

On the other hand, most communities are seeing a rise in the personal services sector. Personal services include businesses such as barbers, salons, massage, chiropractors, gyms, tattoo parlors, realtors, insurance agents, attorneys, etc. Restaurants have been severely impacted by the COVID-19 pandemic but have found that take-out orders and outdoor dining are a way around the greater concerns about infection within indoor public places. Fast food drive-up establishments have done relatively well during the pandemic.

LOCAL JOB CREATION

The creation of a community gathering place could spur economic development in the immediate area. When such spaces are active and have significant regular attractions, businesses

realize they benefit from locating nearby. Restaurants and retail shops seem to receive more patronage near these active spaces. The more time that people spend in a place such as a town center or a mall the more they spend. A community gathering place could become an important economic generator for Santaquin.

With abundant regional recreation opportunities, Santaquin is well positioned to attract associated recreation-oriented businesses. With access to planned mountain hiking/biking trails, nearby ice climbing, and equestrian trails, Santaquin could become a recreation destination.

If the City undertakes a branding effort tied to agritourism, job growth related to agritourism and agriculture has potential. Santaquin is famous for tart cherries, apples, and other fruits. Few realize that flowers and other plants, also grown in Santaquin, are also shipped all over the Intermountain West. Farms produce crops and livestock. All of these together are an agritourism opportunity to pursue. Branding, coupled with active advertising and outreach to businesses that reinforce the brand, could provide new jobs within Santaquin City. Hospitality, possibly near the freeway interchanges and near a community gathering place downtown, could be a realistic result of an ongoing campaign to honor and promote agritourism and agriculture in Santaquin.

Potential agritourism activities:

- Lodging and dining
- Education (growing and processing)
- Local sales
- Recreation (trail connections)
- Entertainment
- Community events (festivals, Orchard Days, and more)
- Branding
- Promotion

Potential farmer cooperation and collaboration:

- Food hubs (the sharing of storage, machinery, marketing, etc.)
- Cooperatives
- Farmer’s council

Another important aspect of drawing new business to Santaquin is to coordinate and collaborate with the various State economic development offices and initiatives. The State is actively pursuing and working to recruit businesses all the time, so reaching out to them on a regular basis could result in businesses discovering that Santaquin is an attractive place to locate.

Creating a transit-oriented center, including a mix of denser housing and businesses, could expedite

a commuter rail extension to the City. Stations generate their own economic development, but beginning the process would demonstrate the community interest in public transportation.

STRATEGIES

-  **1. Explore incentivizing agritourism businesses and activities** that help improve the market for our farmers and provide ways our residents can support and enjoy living in a more rural place. Opportunities may include farm-to-table restaurants, farmers markets/stands, food tours/tasting, u-pick, community events, demonstrations/education, local processing, and tourism/hospitality. Increase communication in a coordinated effort between local farmers to promote agribusiness and agritourism.
-  **2. Attract innovative agricultural pursuits** that employ cutting edge energy and water efficiency techniques.
-  **3. Identify Utah’s key industry sectors, and pursue an economic development strategy that attracts jobs** suited to current and anticipated Santaquin residents and is sensitive to the desire of residents to maintain a small-town feel. Consider outreach to companies that provide outdoor and recreation products and retail services. Coordinate with property owners and

the State Department of Community and Economic Development to establish “sure sites” for desired businesses.

4. The Summit Ridge Parkway/Interstate 15 interchange area could help serve nearby neighborhoods and become a place for expanded agritourism. A strong transportation link could connect downtown and Summit Ridge, using 300 West and continuing north on 200 West. Hospitality options should be explored for the Summit Ridge interchange area.
5. Explore incentivizing family-sustaining jobs downtown and extending west along Main Street. Encourage agritourism related jobs, limited office, small-scale shopping, and dining enterprises. Support jobs that bring people into downtown to patronize local businesses.
6. Explore incentivizing large office, clean light manufacturing, and retail jobs for the interchange areas that serve Santaquin residents, tourists, and those traveling along Interstate 15 and from communities to the west or south.

 = *priority strategy*