

**WORK SESSION OF THE  
BRIGHAM CITY COUNCIL  
TO DISCUSS ECONOMIC DEVELOPMENT  
NOVEMBER 3, 2011, 5:30 PM**

|               |                       |                                      |
|---------------|-----------------------|--------------------------------------|
| PRESENT:      | Dennis Fife           | Mayor                                |
|               | Bruce Christensen     | Councilmember                        |
|               | Scott Ericson         | Councilmember                        |
|               | Ruth Jensen           | Councilmember                        |
|               | Bob Marabella         | Councilmember                        |
|               | Tyler Vincent         | Councilmember                        |
| ALSO PRESENT: | Dave Burnett          | Public Power Director                |
|               | Mary Kate Christensen | City Recorder                        |
|               | Paul Larsen           | Economic Development Director        |
|               | Bruce Leonard         | City Administrator                   |
|               | Kevin Hamilton        | County Economic Development Director |
|               | Tom Lee               | Dean of USU                          |
|               | LuAnn Adams           | County Commissioner                  |
|               | Brian Shaffer         | County Commissioner                  |

Mayor Fife introduced Ogden City Mayor Godfrey.

Mayor Godfrey said when he was running for mayor, he received many comments that Ogden City needed to bring the railroad back. When he entered office, he decided they needed to decide what Ogden should be known for. They met and talked about what Ogden's strategic advantage is. After a relatively short period of time, everyone came up with basically the same idea, which is an urban population with unparalleled access to outdoor, high adventure recreation and an historic downtown. There are three ski resorts within 25 minutes of downtown, two rivers that run through downtown, hundreds of miles of bike trails next to downtown, rock climbing and bouldering 5 minutes from City Hall, ice climbing minutes from downtown office buildings.

Since he has taken office, Ogden City has built three kayak parks on the Ogden and Weber Rivers and restored some of the pristine fly fishing areas, added hundreds of miles of bike trails next to the downtown and a ski lake two minutes from the urban center.

They started by cleaning up the town. There had been 40 years of decline and a lack of investment. There have been 150 acres completed so far and another 60 in progress. Most of these projects have been done with the private sector, Ogden City just found ways to bring them in as partners.

Initially, they bought quite a bit of property. They bought some property for \$1.84/sq. ft. and they made quite a bit of money from that project. They took this money and rolled it over to another project that helped them complete something they never would have been able to do otherwise.

They took risks that the private sector would never be willing to take. Mayor Godfrey's philosophy is that government's role is to facilitate the private sector investment. Most of the time that means they need to get out of the way. The only time government should be involved is when the market is broken.

Regarding citizen support, Mayor Godfrey said they had tremendous opposition, especially early on. He added that it was extremely difficult to make this happen. It takes courage and it takes leadership.

Councilmember Jensen asked how the new businesses are doing in the current economic environment. Mayor Godfrey replied that they are doing very well. The sky diving business has increased their business, even in this environment. Creating the rising tide and creating momentum is critical. There has to be enough momentum that the private sector will come in, because then other things feed on them. The success isn't that alone, but that they create jobs in the area, which create patrons to help them be successful. They have recruited over two dozen different ski and outdoor companies to Ogden City,

including some of the biggest names in the business. He added that it is not just about the jobs. It was very significant in rebranding their community and helped them to have an identity, inside and out.

Their economic development efforts have brought forth \$1.2 billion in investment to the community, over 8,000 jobs, 150 redeveloped acres downtown, and 60 acres in process. Crime has fallen 33%; violent crime rate has dropped 51%, mostly because the City has been cleaned up.

Mayor Godfrey said Brigham City is in a much better position than Ogden was. He felt that Box Elder County, and specifically Brigham City, has the potential of being one of the most charming communities in the country. He brought a national consultant to Brigham City and he was impressed by how Brigham City had kept its historic district. He liked the way the downtown area feels; it is magical. There is a great workforce in the area that is educated and hardworking. There is also a low cost of living and great infrastructure.

Some of the challenges are:

- A 9% unemployment rate
- Lack of quality market investment
- Dependency on a few large employers
- No clear vision of the future

Mayor Godfrey recommended Brigham City work with stake holders to create a clear vision for the future and establish an economic plan that would include jobs. This would include:

- Business surveys
- Market analysis
- Downtown development plan
- Funding plan
- Utilities return on investment
- Renderings of downtown
- Analysis of existing workforce
- Analysis of emerging workforce
- Community vision development
- Mission recruitment strategy
- Comprehensive community revitalization strategy

Mayor Godfrey said he could be helpful in recruiting companies and selling the community of Brigham City and showing businesses why this is the best place in the country for them to relocate or expand and give a return on investment for Brigham City's utilities. He would stay with the City until the first company is recruited into town.

Mayor Fife asked Mayor Godfrey if he felt the City should pursue purchasing property by the Academy Building to facilitate development. Mayor Godfrey replied that this is a good project. Having a place to gather as a community is very important. He favored Brigham City purchasing property to further the project.

Mayor Godfrey suggested having stricter standards on Main Street. There should be high expectations on the quality of the development along Main Street. This will drive new development. People do not want to invest their money when an auto parts store can develop next to them. They have a place, but not on Main Street.

Mayor Godfrey said he could work as a consultant and work with staff to come up with a timeline, the plan and a funding scenario. The cost for his services would depend on how much the City would want him to do.

Tom Lee from USU gave an update on the newest site plans for the USU expansion.

The meeting adjourned at 6:50 PM.