

SEP 1 2005

**COUNCIL TRANSMITTAL**

TO: Rocky J. Fluhart   
Chief Administrative Officer

DATE: September 1, 2005

FROM: Alison McFarlane

SUBJECT: Construction Mitigation / Economic Development Staff Position

STAFF CONTACT: Alison McFarlane -- (801) 535-6306  
Senior Advisor for Economic Development

DOCUMENT TYPE: Briefing on budget issue

RECOMMENDATION: Approve new staff position

BUDGET IMPACT: \$65,000 annual salary plus benefits for three years.

BACKGROUND/DISCUSSION: Salt Lake City Administration is recommending the addition of a full time staff position in the Economic Development department to facilitate construction mitigation and economic development projects and analysis from October 1, 2005 through December 2008.

A job description for the position is attached.

Scheduled construction projects in the Central Business District will begin in the Fall of 2005. There are several multiple-year projects:

PROJECT SCHEDULE:

Salt Palace Expansion	Winter 2005 to Summer 2006
Kennecott Building Reskinning	Winter 2005
Triad Center remodel into BYU / LDS Business College Campus	Fall 2005
Hamilton Partners 22-story office tower	Fall 2005
Key Bank Tower and Crossroads Mall	Fall 2005
ZCMI Mall	Fall 2005
Federal Courthouse Expansion	tbd
Trax Extension from Delta Center to Intermodal Hub	tbd
Commuter Rail North from Intermodal Hub	Fall 2005

The City's construction mitigation plan will allow the master plan for the Central Business District to proceed with as little disruption and impact to area businesses and their employees, visitors, and retail customers as possible. The staff person will serve as the main point of contact regarding downtown construction, and will be the liaison

Development, Community Development, Building Services, Planning and Engineering, and the Mayor's Office.

The staff position will also be the City's point of contact for construction project coordinators, developers, and contractors.

It is the intent of the Salt Lake Area Chamber of Commerce to hire a full time position to address the business community's concerns regarding downtown construction. Salt Lake City's construction mitigation staff will coordinate construction communication with the Chamber staff.

### **Scope of Work**

The duties of the position include but are not limited to:

#### **A. Construction Mitigation**

Develop an overall construction mitigation plan to coordinate construction activity among all affected city departments. Develop communication procedures for the dissemination of information to internal city departments, contractors, project leaders and developers, and serve as liaison to the business community through the Salt Lake Area Chamber of Commerce staff liaison. Develop a public information plan to distribute information through the City's website, SLC-TV, and departmental newsletter communications. Assist with small business loan program related to construction-impacted businesses.

#### **B. Foreign Trade Zone**

With the addition of the Union Pacific transloading facility located at 5600 West and 900 South and the growth in air cargo shipments at the Salt Lake International Airport, the reactivation of Foreign Trade Zone #30 is under consideration. It is anticipated that over the next 10 years, much of Salt Lake City's business growth will be in distribution facilities and businesses that rely on strong air, highway and rail access for movement of goods. To reactivate FTZ #30 and identify appropriate subzones will take a coordinated effort, research, potential partnerships and time. These duties will also be assigned to the dedicated economic development position including: Researching and writing a comprehensive business plan for reactivation of Salt Lake City's foreign trade zone (FTZ#30). Creating a policy and procedure manual for FTZ #30. Creating a marketing plan for FTZ #30. Serving as Salt Lake City's operator of the FTZ #30.

#### **C. Retention Program**

Seventy percent of economic growth comes from businesses already located within the area. Currently, business outreach is being coordinated with business license mailings. The new staff position will be responsible for the development of a comprehensive business retention program including coordination of the existing mail campaign, one-on-one site visits with businesses with over 50 employees, and individual business assistance with Salt Lake City programs and services.

#### **D. Economic Impact Analysis**

Twice a month, Salt Lake City's Planning Commission reviews projects sent by the Planning Office to all Departments and Divisions in the City with a request for comment. The comments are then used to either approve or deny the project. Many of the projects require analysis of the economic impact of the proposals that the Planning Commission and City Council reviews. Analysis of the project's economic viability and contribution to the City's overall vitality and economic health could be part of the decision making process. The economic development staff person will research and provide in depth analysis of the project at the review table with staff (DRT) as well as at Planning Commission and Council meetings.

**Construction Mitigation  
Economic Development Manager  
Job Description / August 2005**

**Staff Position: Construction Mitigation and Economic Development Manager**

The full-time position will report directly to the Senior Advisor for Economic Development, and will be dedicated to Salt Lake City's economic development effort with four primary areas of focus:

**1.) Downtown Construction Mitigation.**

Develop overall construction mitigation plan to coordinate city process related to downtown construction beginning in the Fall of 2005. Duties will include, but not be limited to, coordination with all city departments to address the permitting process, planning and zoning issues, business access, traffic/parking management, alternative transit development, and coordination with utilities, road repair and construction contractors regarding location and time of work related to circulation, parking and walkways.

Develop communication procedures for dissemination of information to: 1) all city departments, 2) contractors, project leaders, developers, 3) the business community through the Salt Lake Area Chamber of Commerce's staff liaison for construction mitigation.

Develop a public information plan to include in all Salt Lake City communication outlets including the slcgov.com website, SLC-TV, community council mailings and meetings, and departmental newsletters to communicate to the public at large necessary information regarding downtown construction.

Assist current economic development staff with the coordination of the small business construction loan program. Deliver information to downtown businesses about availability and procedure for loan applications.

**2.) Foreign Trade Zone.**

1. Develop a comprehensive business plan for reactivation of Salt Lake City's foreign trade zone.
2. Create a policy and procedure manual for FTZ #30.
3. Create a marketing plan for FTZ #30.
4. Serve as Salt Lake City's liaison for FTZ #30.

**3.) Retention and expansion program.**

Develop and coordinate a proactive retention program for existing Salt Lake City businesses. Identify target industries (over time all SIC codes will be targeted) for

business outreach. Coordinate a “visit business” program to conduct one-on-one meetings with medium to large employers, property owners, real estate executives and developers.

**4.) Economic Impact Analysis**

Review Planning Commission projects using economic impact research and provide an analysis of the economic impact of the proposals that the Planning Commission and City Council reviews. Analysis of the project’s economic viability and contribution to the City’s overall vitality and economic health could be part of the decision making process. The staff person research and provide analysis of the project at the review table with staff (DRT) as well as at Planning Commission and Council meetings.

Fiscal Note: \$65,000 annually plus benefits.

<b>Initiative Name:</b>
<b>Construction Mitigation</b>
<b>Initiative Number:</b>
<b>BA#1 FY2006 Initiative #A-6</b>
<b>Initiative Type:</b>
<b>New Item</b>

**Initiative Discussion:**

Salt Lake City Administration is recommending the addition of a full time staff position in the Economic Development department to facilitate construction mitigation and economic development projects and analysis from October 1, 2005 through December 2008.

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## **Construction Mitigation**

## **Economic Development Manager**

## **Job Description**

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**3.) Retention and expansion program.**

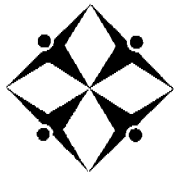
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<b>Construction Mitgation</b>			
<b>Initiative Name</b>			
<b>BA#1 FY2006 Initiative #A-6</b>			<b>2005-06</b>
Initiative Number			Fiscal Year
<b>Mayor's Office</b>			<b>New Item</b>
Department			Type of Initiative
<b>Alison McFarlane</b>			<b>535-6306</b>
Prepared By			Telephone Contact
<b>General Fund (Fund Balance) Impact</b>	<b>\$</b>	<b>(62,569.00)</b>	
<b>Revenue Impact By Fund:</b>			
		<b>1st Year</b>	<b>2nd Year</b>
		<b>FY 2005-06</b>	<b>FY 2006-07</b>
<b>General Fund</b>		<b>Fund Balance</b>	<b>Fund Balance</b>
	<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Internal Service Fund</b>			
	<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Enterprise Fund</b>			
	<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Other Fund</b>			
	<b>Total</b>	<b>\$0</b>	<b>\$0</b>
<b>Staffing Impact:</b>			
<b>New</b>	<b>Number of FTE's</b>	<b>1</b>	<b>1</b>
<b>Existing</b>	<b>Number of FTE's</b>	<b>0</b>	<b>0</b>
<b>Total</b>		<b>0</b>	<b>0</b>
<b>Description</b>			
Construction Mitigation / Econ Dev Position			
Salary	\$	48,750.00	\$ 65,000.00
Benefits	\$	13,819.00	\$ 18,425.00
<b>Total</b>	<b>\$</b>	<b>62,569.00</b>	<b>\$ 83,425.00</b>

Accounting Detail		Grant # and CFDA # If Applicable:	NA
<b>Revenue:</b>			
<b>Cost Center Number</b>		<b>Object Code Number</b>	<b>Amount</b>
General Fund		Fund Balance	\$ 62,569.00
<b>Expenditure:</b>			
<b>Cost Center Number</b>		<b>Object Code Number</b>	<b>Amount</b>
08-00100		2100	\$ 62,569.00
<b>Additional Accounting Details:</b>			
Salary			\$ 65,000.00
Pension			\$ 6,253.00
FICA			\$ 4,972.00
Insurance			\$ 7,200.00
Total			\$ 83,425.00
<b>Grant Information:</b>			
Grant funds employee positions?			NA
Is there a potential for grant to continue?			NA
If grant is funding a position is it expected the position will be eliminated at the end of the grant?			NA
Will grant program be complete in grant funding time frame?			NA
Will grant impact the community once the grant funds are eliminated?			NA
Does grant duplicate services provided by private or Non-profit sector?			NA



**Salt Lake  
Chamber**  
*Utah's Business Leader™*

AUG 19 2005

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175 East 400 South, Suite 600  
Salt Lake City, Utah 84111  
801.364.3631 • Fax 801.328.5098  
[www.saltlakechamber.org](http://www.saltlakechamber.org)

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August 18, 2005

Mr. Dale Lambert  
Chairman  
Salt Lake City Council  
451 South State Street  
Suite 300  
Salt Lake City, Utah 84111

Dear Dale;

The large number of new developments about to begin downtown is something that will be a great step forward in the redevelopment of our downtown area that will bring new jobs, investment, and vitality to our City. The Salt Lake Chamber of Commerce, and our members that come from across Utah, all have a vested interest in making sure that this construction effort is done in a coordinated, informed and seamless manner. We believe it is imperative that for our business, customers, visitors, events and activities to be held harmless, we need to carefully coordinate all manner of construction, public relations and marketing, and information to all of our stakeholders.

The Salt Lake Chamber of Commerce, in conjunction with the Downtown Alliance, is planning to lead out in this effort in a variety of ways. One, we plan on hiring an additional staff person to coordinate the private sectors involvement in the construction activities and impacts, and to make sure information is shared with businesses and the public.

We also intend to take advantage of existing marketing efforts as another way to get a positive message across that downtown is open for business.

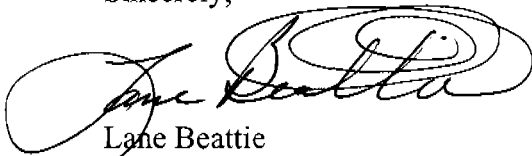
We believe that Salt Lake City has an important role to play during the construction period over the next few years to insure that city policies are streamlined for permitting and approvals, that an interface and point of contact is available for our team, as well as the contractors and sub-contractors. A city staff contact that is meaningful and consistent, and that can navigate through the city bureaucracy, will be helpful and can save millions of dollars, as well as create better public perceptions with our shoppers, customers and clients.

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While we are pursuing our efforts in building a team to represent the private sectors concerns and involvement, we would encourage Salt Lake City to do the same for the city process. By approaching this complex issue from both directions, we believe we can both provide a useful role in moving the projects along in an expeditious manner, keep the public informed, and keep downtown thriving.

Thank you in advance for your assistance as we build a team and a process that will ensure a positive outcome during this exciting period of our city's development.

Sincerely,

A handwritten signature in black ink, appearing to read "Lane Beattie". The signature is stylized with large, flowing loops and a prominent initial "L".

Lane Beattie  
President, Salt Lake Chamber

cc. Salt Lake City Council  
Mayor Rocky Anderson



SALT LAKE  
**Downtown Alliance**  
an affiliate of the Salt Lake Chamber

175 East 400 South, Suite 600  
Salt Lake City, Utah 84111  
t: 801.359.5118  
f: 801.328.5098  
www.downtownslc.org

AUG 19 2005  
hand delivered

August 17, 2005

Mr. Dale Lambert  
Chairman  
Salt Lake City Council  
451 South State Street  
Salt Lake City, Utah 84111


Dear Dale;

Thank you joining us last week at the Downtown Alliance Board of Trustees meeting to discuss impending construction mitigation ideas and efforts in the downtown area in the coming months and perhaps years.

The Downtown Alliance will be working with the Salt Lake Chamber to assist downtown businesses, property owners, visitors, employees and residents to navigate the challenges of construction in a positive and pro-active manner.

We believe that Salt Lake City must play a mutually supportive role in this process, and hiring or designating a person, similar to the responsibilities on the 400 South Trax construction and the 900 South construction, will be an important component to the overall mitigation plan.

We encourage the Salt Lake City Council and Administration to help make this city position a reality and designate that person as an integral part of the team we are helping create to manage the construction process. Thank you in advance of your support.

Sincerely,  
  
Tom Guinney – (Partner, Gastronomy Inc.)  
Chairman, Downtown Alliance

cc: Lane Beattie, Salt Lake Chamber President  
Mayor Rocky Anderson  
Clark Ivory, Salt Lake Chamber Chairman  
Salt Lake City Council  
Downtown Alliance Board of Trustees



**Hardman, Ellie**

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**From:** Tony Weller [tony@samwellers.com]  
**Sent:** Monday, August 08, 2005 2:19 PM  
**To:** Council Comments  
**Cc:** David Ashby Giroux; Vasilios Priskos; David Wright; Eric Shapiro; Judy Reese; Mel Pearson; Pam O'Mara; Reuel; Deeda Seed  
**Subject:** DT construction mitigation

Dear City Council members:

On behalf of the Downtown Merchants Association, I am writing to encourage your support of the creation of a Downtown Construction Ombudsman position. We discussed the issue at length via email and in our last executive board meeting and we believe that the cost of such a position would be small compared to the frustrations that downtown merchants, and consequently, contractors and property owners would encounter without a 24/7 contact point for information and prompt resolution of problems that may arise.

We would be happy to speak with you in person if elaboration or clarification would be at all helpful.

Sincerely yours,

Tony Weller  
Sam Weller's Zion Bookstore  
254 S. Main St.  
Salt Lake City, UT 84101  
801-328-2586  
800-333-7269 (SAMW)  
Fax 801-595-0051  
[tony@samwellers.com](mailto:tony@samwellers.com)  
[www.samwellers.com](http://www.samwellers.com)  
[www.latterdaysaintbooks.com](http://www.latterdaysaintbooks.com)