



Tooele County Economic Development Plan Key Findings

January 2023

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Business Retention, Expansion, and Attraction Strategies

Introduction

Almost 75% of the workers from Tooele County commute outside the County to work. As a result, job quality and retail leakage, along with the quality of existing retail and restaurant offerings, are concerns for County residents and officials alike. However, Tooele County's economic base has grown and diversified over the last couple of decades, and new companies, along with new residential developments, are starting to change the economic landscape. Tooele County can benefit from a business retention, expansion, and attraction strategy that focuses on collaboration with local and regional partners and a unified message focused on the County's growth potential.

Incentives-driven business attraction is a powerful tool in the County's economic development toolbox. Lineage Logistics' purchase of developed land in the Lakeview Business Park, incentivized by the State of Utah's Economic Development Tax Increment Financing program, is a recent example of success. While aggressive attraction strategies should continue to be implemented, retaining and expanding existing businesses should also remain at the forefront of the County's strategies. Additionally, job quality, productivity, income growth, and other quality-of-life measures should be focal points as Tooele County expands its commercial offerings and employment base.

According to the Tooele County General Plan, it is anticipated that most retail growth will take place in incorporated cities and not in the unincorporated County. This forecast emphasizes the need for county and city officials to work together on a coordinated strategy to attract new investment and retain and grow emerging industries. For example, the expansion of commercial offerings traditionally aligns with population growth. In addition, service-related businesses like restaurants and retail need a strong local customer base, and new residential developments in the pipeline will aid in that progress.

The following strategies are in alignment with recommendations included in the recently approved Tooele County General Plan.

Marketing & Cross-promotional Strategies

Tooele County is part of the Wasatch Front Economic Development District; however, it is overshadowed by neighboring Salt Lake County. Establishing a distinct identity in coordination with its growth-oriented cities would raise the profile of Tooele County as a place to locate or expand a business.

- Develop a regional economic development marketing campaign in partnership with growth-oriented cities and agencies targeted at developers and retailers, highlighting the County's strategic location, quality of life, robust workforce, business-friendly policies, and growth potential.
- Expand the County's capacity for public outreach to amplify positive messaging about new development, new businesses, expanded infrastructure, and other growth-oriented stories through various channels such as social media, news releases, and website content.
- Explore implementing a Customer Relationship Management software tool to increase stakeholder engagement and track development projects.
- Leverage local, state, and federal economic development and workforce development resources, including Chambers of Commerce, Utah EDC, Governor's Office of Economic Opportunity (Go Utah), Port Authority, and Small Business Development Center at Tooele Technical College to ensure these organizations understand Tooele County's desire to expand its economic base and are able to effectively and efficiently use the resources offered, including tax incentives, job training programs, and cross-promotion.
- Leverage ICSC (Innovating Commerce Serving Communities) and IEDC (International Economic Development Council) professional development resources, networking opportunities, and national conferences to promote the region to national developers and retail and hospitality users.
- Leverage NAIOP Utah (commercial real estate development association) as a resource to explore and connect with potential users and market development opportunities.
- Foster relationships with local commercial real estate brokers to cross-promote listings and provide ombudsperson services to new users navigating permitting and entitlement processes.
- Explore obtaining licenses for city and county staff to access the commercial real estate listing information (i.e., COSTAR), including lease ends and other lead opportunities for targeted marketing in neighboring counties/states.

Foster Entrepreneurship

Creating a homegrown entrepreneurship ecosystem can help reduce commuting outside the County and provide varied, resilient employment opportunities for Tooele County residents.

- Partner with the Governor’s Office of Economic Opportunity (Go Utah) and Small Business Development Center at Tooele Technical College to broadly promote resources to help Tooele County residents start and run their businesses.
- Explore opportunities to partner with the school district to offer entrepreneurship education and awareness.
- Consider establishing a fund to invest in Tooele County startup companies similar to the venture capital model.
- Provide funding for Tooele Technical College startup incubator/accelerator programs.
- Based on the survey results of this plan, the most significant barriers/obstacles for business owners when it comes to running their business were government regulations (34%), inflation (34%), and lack of customers (31%). Therefore, an analysis of government regulations within the County’s scope of influence could yield areas of potential policy change that could result in a more business-friendly environment.

Tooele County General Plan

Having a recently approved General Plan gives Tooele County an advantage in its efforts to grow and diversify its economic base. Targeted areas for growth and tactics to explore in the General Plan include:

- Wendover Airport and Industrial Area
- Inland Port - New leadership and master development plan efforts can optimize inland port operations to benefit Tooele County residents and businesses. While warehousing and distribution are evident industry clusters associated with the inland port, diversifying spin-off opportunities and ensuring Tooele County’s stakeholders are part of planning and implementation processes related to the port are essential elements of this strategy.
- Market Tooele County as a recreational/tourist destination and target additional high adventure sports activities to locate/expand.
- Coordinate with and expand the USU campus to retain graduates.
- Work with Salt Lake City International Airport to increase traffic at the Tooele Valley Airport to bring in more high-wealth tourists.
- Ensure greater access to broadband internet.
- Promote more extensive retail development in growth nodes rather than strip retail in scattered unincorporated areas.

- Allow for clustered neighborhood convenience retail in areas that serve the entire County.

Wasatch Front Comprehensive Economic Development Strategy (CEDS)

Implementing the recommended “Collaborative Actions” of the regional CEDS should be prioritized in Tooele County’s business retention, expansion, and attraction strategies. It will provide opportunities to work with local and regional stakeholders.

The 2018-2023 regional CEDS “provides a framework for improving and maintaining the regional economies of Davis, Morgan, Salt Lake, Tooele, and Weber Counties.” CEDS’ key strategies are “Attract and Retain Businesses and Encourage Innovation.” Utah’s friendly business climate is a significant strength noted in the CEDS and aligns with the above recommendations. Maintaining and investing in unique regional amenities is critical to attracting new businesses and talent. The CEDS provides valuable insight and enables the counties in the region to qualify for essential funding through the Federal Economic Development Administration.

Tooele City Economic Development Strategic Plan

The county seat is an essential driver of economic growth for the region. Tooele City recently approved an Economic Development Strategic Plan that includes thoughtful strategies for business retention, expansion, and attraction, most of which align with the recommendations in the current plan. County efforts can complement the notable strategy included in the plan, and coordinating implementation amongst the jurisdictions can increase their effectiveness.

Lakeview Business Park

The Lakeview Business Park, a 1,700-acre industrial park in Grantsville, has attracted several notable employers, including Purple, Lineage Logistics, Jabil, Inc., and Revman International, Inc. Upon full build-out, the employment center is anticipated to house nearly 5,000 jobs. Strategies for business attraction, retention, and expansion related to the business park include:

- Fostering strong relationships with Grantsville city officials to understand any obstacles or opportunities to new occupancies and assist with attraction efforts.
- Fostering strong relationships with the brokers tasked with identifying users.
- Amplifying existing messaging promoting the business park through County channels.
- Establishing relationships with existing and new users in partnership with Grantsville officials and maintaining open communication to identify challenges and opportunities in their business operations.

Invest in Infrastructure

According to Tooele County stakeholders and residents, the County needs the ability to provide shovel-ready growth spaces. From an economic development standpoint, the County has a fair amount of land. However, most of those spaces require vast infrastructure investment, specifically water and sewer. Key comments from our surveys and interviews include:

“You’ve got to have the infrastructure to get businesses to come here. Water is a concern in our community. I think the community needs to be willing to put up transportation; for instance, the bottleneck of getting into our community on I80 is a real problem. And I think that probably hurts our ability to attract businesses. But the water system requires an investment. And then do those jobs come and follow naturally? I think that they would.”

“I’d say the biggest challenge for many of these companies is having the water and sewer infrastructure or roads to get to where they could develop a property or access other things like that.”

“Water is always the biggest thing - where they get their water source, the open market trying to buy the water rights - that’s always been the number one challenge.”

“Transportation is always an issue. The way Tooele City is there’s a railroad track that runs right through the middle of Tooele City, and there are only one or two accesses over State Route 36. So I think that’s difficult for developers - they’re adding to the traffic, but there’s not really a solution for State Route 36. And there are one or two ways to get around it. And that’s the only way until the Mid Valley Highway is complete.”

Considerations should include the following:

- Creating a County-wide infrastructure task force team to address critical issues in water and transportation
- Creating a County-wide water or sewer system
- Coming up with a central system that allows land pieces to be more shovel-ready

Development and Implementation of Green Products, Processes, Places, and Buildings

Current Situation

According to our interviews and surveys with Tooele County stakeholders and residents, Tooele County's most significant challenges/barriers to economic development include a lack of water availability/supply. Respondents believe that Tooele County should build infrastructure for water storage and supply.

"We don't have water resources, and it's a constant push/pull between development/economic growth and availability of the resources. The County has let that slide, and that's an issue."

"Every time businesses come to our city, we look for low water users because we don't have the resources. And we don't have water connectivity. "

"It's hard to develop the County if you don't have water for businesses and industries to set up. Five years ago, I would have never said water. But it's a critical need for housing development for the workforce and the industry."

"There's a finite amount of water available. So we pull water from an aquifer. And that aquifer has a finite amount of water in it. And so the more people punch holes in the ground and pull from that aquifer, the less likely we'll have any water in the future. So that's a big challenge."

"We've got to have the water to sustain businesses and people working in the businesses, living in our community."

"The water concerns me - the total quantity and the ability to access it."

"I think the number one limiting factor in this valley for growth will be water."

"I wish our county leaders and our state elected officials would have our back a little more. If it doesn't get addressed soon, it'll just be catastrophic for individuals and businesses."

"Tooele City has started to have those discussions - what we need to do to conserve more water. And as we talk to businesses, we've made it an initiative to bring in low-water users. Tooele City has some water that they can give to developers if it's the right company. So I think we're starting to head down in that direction of conserving more and ensuring that we're bringing in the right businesses."

Possible Considerations/Solutions (to the lack of water availability issues)

Develop a water (conservation) district or system to bring more water in or share the water, buy and sell to each other

- Creating a water conservation district
- Creating an individual resource/department to obtain, conserve and manage water
- Considering buyback options

During our interviews, several stakeholders mentioned that the County needs a water conservation district. In their view, “we need checks and balances to help us find new ways to get water... There’s a lot of opportunity out there to get more water.

“There’s no water district servicing this area. And there is no surface water in Tooele County. And it feels like the Wild West out here when we have economic development projects with water needs. So getting coordinated around the water situation in Tooele County seems pretty important.”

“A buyback project would be helpful - let’s bond and buyback some water and run a creek through town.”

Develop a centralized County-level water management system

- Integrated/Coordinated water management efforts. Currently, many entities are separately managing the water systems, and it would be beneficial when the systems are connected, especially “if there is an emergency or critical need.”

“One thing that’s being worked on regionally and in the area, among multiple jurisdictions, is we’re collaborating to at least connect our water systems.. We could transfer water to each other. This would also enable us to create some water conservation district to purchase water from out of the valley and bring it in, and then it could go through Tooele’s system to Grantsville or vice versa.”

“Using the existing pipes that are now connected, we could purchase water from elsewhere and bring it. Whereas, as a disconnected group, you can’t do that as much.”

Obtain external funding and resources

- Obtaining federal funding
- Coordinating with other municipalities to access more water
- Working closely with nearby stakeholders/resources to access more water

“Tooele City is trying to get congressional, federal funding for water budgets. We right now have a \$4 million amount that’s earmarked for Tooele for water infrastructure. So that’s a good thing. If it passes the Senate in the first half of 2023, we could start getting that money for water funding to help us build new water storage tanks to expand our water infrastructure.”

“There’s Kennecott that owns a lot of the water. And the Church of Jesus Christ of Latter Day Saints, the LDS church, also owns a lot of the water. So I think as long as the County can maintain good relationships with those two, they can get water here. Right now, there’s only so much water to go around. So working with Kennecott would probably be one of the key things the county leaders can do.”

Encourage xeriscaping

- Creating policies and zoning for xeriscaping
- Providing incentives for xeriscaping
- Limiting/preventing new businesses from putting in unusable grass

“Controlling how much people’s yards they can water and how much they have to xeriscape would go a long way. You have to have the political will to do it.”

Conduct a comprehensive water study and limit new buildings until we know how much water there is

- Increasing capacity.
- Examining contamination issues and sewer lines, including the private wells and the septic tanks.
- Benchmarking other areas/regions

“Jordan Valley Water Conservation District is doing great things. But the city/county and their respective law enforcement entities must support them by enforcing the regulations.

“A lot of water in Salt Lake comes from water projects outside the County, doesn’t it?”

Strategies for Inclusive Economic Development

Introduction

The issue of economic opportunity is one of increasing concern to economic developers because it both hinders their ability to improve their economies and because they have an important role to play in potential solutions.

--From "Opportunity for All: Strategies for Inclusive Economic Development" released by the International Economic Development Council, 2016

Inclusive economic development defines success not only by traditional measures such as job growth, sales tax revenue, and median income but also by whether those metrics are dispersed equitably amongst a region's residents.

Respondents to the stakeholder survey appear to be divided on the topic of diversity and inclusion. For example, when asked whether a lack of diversity and inclusion is a notable challenge, 45% of respondents said it is "a little challenge," while 39% said it is "not a challenge at all."

Despite the low level of urgency that could be interpreted from the stakeholder survey responses regarding implementing diversity and inclusion strategies, the County is wise to include them in this plan and remain focused on serving *all* residents as the region grows and becomes more prosperous.

Diversity in Tooele County

Utah is amongst the least demographically and socioeconomically diverse states in the country, and Tooele County is in alignment with the state. However, the County grew slightly in diversity from 2010-2020, with its largest minority group population, Hispanic/Latino, growing from 11.5% in 2010 to 13.1% in 2020.

The high percentage of households in which only English is spoken aligns with Tooele County's racial composition; however, these data do not reflect efforts by the Tooele County School District to provide robust immersion programs in six languages. In 2021, the district received the American Council on the Teaching of Foreign Languages' Melba D. Woodruff Award for Exemplary Elementary World Language Programs. Educating students in multiple languages will prepare them for success in a rapidly diversifying global economy and sends a message that Tooele County encourages an inclusive culture.

Ensuring all residents have access to the skills and education necessary to secure quality jobs is essential to diversity and inclusion. From an educational attainment standpoint, Tooele County is ahead of the national average for residents age 25 and older, holding a high school diploma or equivalent. However, it is behind the state and national averages for residents age 25 and older holding a bachelor's degree or higher. With that said, a relatively large percentage of residents have completed some college, and a common theme amongst Tooele County stakeholders is that the region boasts a highly qualified workforce.

Affordability is another important element to ensure all residents have access to quality housing, goods, and services that fit within their means. From an affordability perspective, home prices are still substantially more affordable in Tooele County than in other comparable areas. For example, Tooele County has a ratio of 3.61 in the Comparative Housing Affordability Index cited in the Tooele County General Plan, meaning the average home price is 3.61 times the average wage. By comparison, Salt Lake County's ratio is 4.85.

Strategies to Support Diversity and Inclusion

Prioritize Small Businesses

Supporting local small businesses and fostering an atmosphere of entrepreneurship is an essential strategy for enhancing diversity and inclusion in Tooele County's economy. Therefore, specific actions are included in the "Business Retention, Expansion and Attraction" section of this plan under "Foster Entrepreneurship."

Additionally, a specific focus could be placed on providing resources and opportunities for women wishing to enter or re-enter the workforce. As of January 2022, in Tooele County, 59% of women were participating in the labor force as opposed to 77% of men. Organizations such as the Women's Business Center of Utah (WBCUtah) and the "Inspire In Utah" initiative out of the Governor's Office of Economic Development provide resources and connections to assist women-owned startups and small businesses.

Foster Local Talent

Ensuring Tooele County residents have access to educational opportunities that qualify them for in-demand, well-paying jobs will become even more important as the region's industries expand and diversify. According to the stakeholder survey conducted for the current project, there is a strong desire for high-tech job training in the County (among 38% of respondents), followed by training/education in higher education (35%), the trades (35%), and business/finance (31%).

Tooele Technical College and USU Tooele will factor in heavily to this strategy, and their diversity and inclusion messaging and policies align with inclusive economic development best practices. Tooele Tech states explicitly on its website that it "plays an important role in furthering the County's efforts in achieving broader diversity and inclusivity."

Higher education resources are well-known in the region, with 74% of respondents to the stakeholder survey stating they are familiar with the degree and certificate programs at the local state and technical colleges. And among those familiar with the programs, 75% said they thought they were somewhat, very, or highly effective.

Maintain Affordability

The County's General Plan includes an analysis of housing affordability, which concludes that while the County is well prepared at the 80% level of Area Median Income (AMI), Tooele County would benefit from adding affordable units at the low-income levels of AMI. Additionally, the General Plan includes the strategy of encouraging energy and water-efficient development that can reduce utility costs for residents and encourage affordable housing near public transit to reduce transportation costs.

Commuting outside the County for work and shopping is another affordability concern for County residents. Efforts to bring more quality jobs into the County and residential growth that lures new, quality goods and services providers can reduce the need for residents to leave, thereby cutting down on transportation costs which have seen record highs in the last few years. As cited in the General Plan, 75% of Tooele County workers who commute outside the County feel their salary is adequate to cover commuting costs and travel time. However, given the increase in transportation costs, this sentiment may no longer hold for many commuters.

According to the stakeholder survey, 39% of people who are currently employed never work remotely, which leaves most workers working at least some of the time remotely. Therefore, ensuring companies, at least within the County borders, have the broadband infrastructure and systemic will to incorporate remote work policies into their operations is another strategy to address rising transportation costs.

Inclusive Economic Indicators

In 2020, Brookings Metro (an arm of the Brookings Institution think tank) launched an “Inclusive Economic Indicators Lab” to assist regions in identifying and using metrics to drive more inclusive local economic outcomes. The process includes three phases: 1) Set the conditions for success, 2) Create the indicators project, and 3) Put the indicators to work.

Phase one sets the stage for the remaining work and involves identifying key stakeholders, such as those included in the survey conducted for this plan. A shared understanding of the importance of inclusive economic development and an ability to share diverse perspectives is key to the success of answering the question, “How does our County define successful inclusive economic development?”

Phase two involves stakeholder groups creating a shared vision and framework for their project and setting benchmarks for success. The County may want to consider comparing itself to other counties in Utah or counties in other states with similar demographics.

Phase three puts the project to work, whether it is focused on fostering the entrepreneurial ecosystem, job readiness, affordability initiatives, or any other strategy related to diversity and inclusion.

Should the County wish to dive deeper into this effort, there are numerous resources available through Brookings, including video workshops and case studies.

Sources:

- [Opportunity for All: Strategies for Inclusive Economic Development, IEDC, 2016](#)
- [A roadmap to developing inclusive regional economic indicators, Metropolitan Policy Program and Brookings, 2021](#)

Tooele County Economic Development Plan Survey - Key Findings

Methods

A survey was designed to help us learn more about people’s experiences in Tooele County and their opinions about key issues in the community. The survey asked people who live, work, or are active in the Tooele County community about strengths, issues, and challenges related to economic development within the County. The survey was promoted through the County and other government agencies, local Facebook groups pages, and local businesses.

Individuals were eligible to participate if they were 18 years or older and if they live (currently or past) in Tooele County, work in Tooele County, or are actively engaged in the Tooele County community (e.g., as a board member, group member, etc.). The fielding for the survey took place between 9/12/22 and 9/24/22. The data was subjected to a rigorous cleaning process to ensure that the data included in the analysis was as valid and reliable as possible. After the data cleaning process, a total of 407 completed survey were included in the final sample.

Demographics of the Respondents

- 51% women, 44% men
- Most respondents are between the ages of 35 to 54 (53%) and Caucasian (63%) whose primary language that they speak at home is English (97%)
- 85% are currently working
- Most make between \$50k to \$199,999 in annual household income
- Just over one-third have a bachelor’s degree and nearly one-quarter have a high school diploma; almost one-quarter (22%) have a master’s degree or higher
- 82% of respondents live in a single-family detached house, and 88% own their house
- Only 5% live alone; even split between those who have 2, 3, 4, and 5 or more living in the house
- 79% are married
- 80% of people live with children under the age of 18
- 81% currently live in Tooele County, 37% currently work in Tooele County, and 16% are active in the community
- Most (41%) live in Tooele City, followed by Stansbury Park (14%) and Grantsville (13%)
- Most (66%) have lived in Tooele County for 10 or more years

Economic Development

- When asked to rate the overall economic environment in Tooele County, most said that it’s fair (41%) or good (35%). Nearly 1 in 5 (18%) said that’s poor, and only 7% believe that it’s very good or excellent. *(no differences by demographic or work segments)*
- Most people believe that a lot (57%) or at least some (37%) of effort should be placed on economic development in Tooele County *(no differences by demographic or work segments)*
- When asked to select Tooele County’s a) greatest **strengths** with regard to economic development and b) greatest **challenges/barriers** to economic development, they were much more likely to select more challenges/barriers than strengths.

- Twelve different challenges/barriers were selected by 3 in 10 or more respondents. According to the respondents, Tooele County’s greatest challenges/barriers to economic development include lack of water availability/supply, lack of high-paying jobs, and people commuting outside the County for work:

	Total	Findings by Segments
Lack of water availability and supply	53%	(more likely to be selected by 35+ year olds than 18-34; less likely to be selected by those who’ve lived in TC less than 5 years)
Lack of high-paying jobs	46%	
People commuting outside of the county to work	44%	(more likely to be selected by 35+ year olds than 18-34)
Not enough roads	42%	
Not enough businesses	41%	
Public opposition to development	35%	(more likely to be selected by 35-74 year olds than 18-34)
Lack of high-tech businesses	33%	
Affordable housing and cost of living challenges for workforce	32%	
Need for redevelopment of a commercial areas including development of new town centers	31%	
Not enough government planning/vision	30%	
Lack of high-speed Internet/broadband access	30%	
Ineffective public communication and engagement with Tooele County residents	30%	more likely to be selected by those who’ve lived in TC 25+ years
Availability of jobs	20%	
Lack of resources for small businesses	19%	

Tooele County Economic Development Plan – Key Findings



Lack of jobs	18%	
Land is not shovel-ready for development (e.g., lacks utilities, etc.)	18%	
Local regulations on businesses	17%	
Small talent pool; lack of trained/skilled workforce	16%	
Workforce training, access to talent and retention challenges	16%	
Lack of outdoor market space to accommodate vendors	15%	
Lack of effective marketing/advertising channels	14%	
Lack of access to capital for small businesses	13%	
Lack of educational opportunities	11%	
State or Federal regulations on businesses	9%	

- Other challenges/barriers to economic development that were written in by respondents are shown in [Appendix 1](#)

- Respondents appear to think that Tooele County’s location is its greatest strength, followed by the technical college and having a lot of land to build on:

	Total	Findings by segments
Proximity to Salt Lake City	47%	
Proximity to the airport	45%	(more likely to be selected by 35+ year olds than 18-34)
Proximity to interstate highways	41%	
Tooele Technical College	39%	
A lot of land to build on	34%	(more likely to be selected by men than women)
Proximity to the Wasatch Front	34%	(less likely to be selected by those who’ve lived in TC for less than 5 years)
Housing growth	24%	
Good access to rail	19%	(more likely to be selected by men than women)
Affordable housing	18%	(less likely to be selected by those who’ve lived in TC for 25+ years)
Good talent pool; trained/skilled workforce	18%	
Inexpensive land	13%	
Government support	12%	(more likely to be selected by 35+ year olds than 18-34)

- Respondents believe that Tooele County should build infrastructure for water storage and supply (61%), actively recruit new businesses (57%), and build new roads (52%), followed by focusing on small businesses – helping to retain and expand existing businesses (47%) and providing resources to grow small businesses (45%)
 - 35+ year olds are more likely than 18-34 year olds to select 1) build infrastructure for water storage and supply and 2) actively recruit new businesses; on the other hand, 18-34 year olds are more likely than the older respondents to select provide financial incentives to employees to attract new employment
- Most respondents feel that the Tooele County government should take an active role in economic growth – 42% say that the government should encourage economic growth, and 39% say it should accommodate/manage economic growth. Only 5% say that the government should discourage economic growth. (no difference by demographic or work segments)

Sustainability

- A strong majority of people say that lack of water availability is a problem in the County (62% say it's a big problem, 30% believe it's a little problem, and only 9% report that it's not a problem at all)
 - 35+ year olds are more likely than 18-34 year olds to say it's a big problem (18% of 18-34 year olds say it's not a problem at all)
 - Those who've lived in TC less than 5 years are least likely to say it's a big problem and more likely to say it's not a problem at all
- Most (59%) believe that infrastructure must be built for water storage and supply
- Other ways to best tackle the water availability problem that were written in by respondents are shown in [Appendix 2](#)
- Business owners are more likely than non-business owners to say there are barriers that stand in the way of integrating environmentally sustainable products, processes, places, or buildings into Tooele County (26% vs. 14%)

Diversity and Inclusion

- Respondents appear to be divided on the top of diversity and inclusion in Tooele County – 45% say that it's a little challenge, while 39% say that it's not a challenge at all (*no differences by demographic or work segments*)

Business Development

- When asked about which types of businesses the government should focus on trying to retain and expand in the County, respondents focused most on education/training, restaurants, grocery stores, and agriculture:

	Total	Findings by Segments
Education/training	37%	Selected most by 35-74 year olds
Restaurant/café/bakery	30%	
Convenience/grocery store/market	30%	Selected more by women than men
Agriculture/forestry/fishing	30%	
Retail	28%	
Technology/software	27%	
Aerospace	26%	
Recreation/sports	25%	
Healthcare	25%	
Construction/contractor/handyman/landscaping	23%	
Manufacturing/advanced manufacturing	21%	Selected more by men than women
Defense	19%	
Daycare	18%	Selected more by women than men
Production	17%	Selected more by men than women
Hospitality/lodging	17%	
Transportation & Logistics; Trucking	16%	
Finance	15%	
Telecommunications	15%	
Consulting	15%	
Accounting	14%	
Design	14%	
Food processing	14%	
Waste management/recycling	13%	
Ranching	13%	
Warehouses	12%	
Bank/credit union	12%	
Auto/bicycle repair	12%	
Utilities	11%	
Pet care	11%	
Law firm	10%	
Military-related	9%	

Real estate	9%	
Fitness/gym	8%	
Insurance	8%	
Property management/rentals	7%	
Cosmetology/salon	7%	
Dance	6%	
Mining	6%	
Janitorial	4%	
Car Wash	4%	
Professional/business services	4%	
Photography	4%	
Sales	2%	

- Most respondents do not believe that Tooele County has strength in attracting new business to the area (64% say that Tooele County’s ability to attract new business is poor or fair; *no differences by demographic segments*)
- If the County were to attract new businesses, respondents would like to see the following:

Education/training	32%
Convenience/grocery store/market	31%
Aerospace	29%
Healthcare	27%
Restaurant/café/bakery	27%
Technology/software	27%
Manufacturing/advanced manufacturing	25%
Retail	24%
Agriculture/forestry/fishing	22%
Recreation/sports	22%
Hospitality/lodging	21%
Construction/contractor/handyman/landscaping	19%
Defense	19%
Telecommunications	18%
Finance	17%
Production	15%
Food processing	14%
Daycare	13%
Accounting	13%
Transportation & Logistics; Trucking	13%
Military-related	12%
Consulting	12%
Design	12%

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Warehouses	12%
Law firm	11%
Fitness/gym	11%
Utilities	10%
Waste management/recycling	10%
Bank/credit union	10%
Auto/bicycle repair	8%
Ranching	8%
Pet care	8%
Insurance	7%
Mining	6%
Property management/rentals	6%
Real estate	6%
Cosmetology/salon	5%
Janitorial	4%
Dance	4%
Professional/business services	4%
Photography	3%
Sales	3%
Car Wash	2%

- 44% of respondents are aware of the plan to have the Inland Port Authority set up a satellite port in Tooele County (*18-34 year olds were much **less** aware than 35+ year olds – only 19% of 18-34 year olds were aware of this plan*). Among those who are aware of the plan, 54% think it’s a good idea, 27% do not, and 19% aren’t sure (*no differences by demographic segments*).

Job Training/Education

- There is a strong desire for high-tech job training in the County (among 38% of respondents), followed by training/education in higher education (35%), the trades (35%), and business/finance (31%).
- 74% of respondents are familiar with the degree and certificate programs at the local state and technical colleges (*18-34 year olds were much **less** familiar than 35+ year olds –55% of 18-34 year olds are familiar with these programs; those living in TC for less than 5 years were least likely to be familiar – more than 80% of those living in TC for 10+ years were familiar*).
- Among those who are familiar with the programs, 75% think they are somewhat, very, or extremely effective (*no differences by demographic segments*).

Business Owners

- 28% of the sample currently own a business in Tooele County
- 54% say that most of their customers come from Tooele County, 22% of businesses have customers that primarily come from Salt Lake County
- Most business owners believe that the overall business climate in Tooele County is fair (39%) or good (36%). Only 15% say that it's very good or excellent.
- Biggest barriers/obstacles for business owners when it comes to running their business include government regulations (34%), inflation (34%), and lack of customers (31%).
- When asked what would be most helpful to them in running their business, business owners most frequently selected government grants (23%), marketing/advertising (22%), and tax abatement (21%).

Jobs and Commuting

- 39% of people who are currently employed never work remotely.
- Just over half (51%) of people who are currently employed work in Tooele County. 14% are 100% virtual/remote. 45% work outside the County.
- Most people who work outside the County do so for better job opportunities (54%), better pay (54%), and because there are no jobs for them in Tooele County (44%). (*no differences by demographic segments*)
- 80% of people worked during the COVID-19 pandemic.

Retail Leakage

- Just over one-quarter (27%) of respondents do less than half of their shopping in Tooele County. *(no differences by demographic segments)*
- People who work outside of Tooele County are significantly more likely to spend money outside of the County 5 or more times/week: (48% vs. 24% among those who work in Tooele County and 28% who work 100% remote) – nearly 2 in 5 (38%) say they shop outside of Tooele County because it's closer to work
- People who work in Tooele County are more likely than those who work in another county or 100% remote to say they shop outside of the County because of **price** (53% vs. 32% among those who work in Tooele County and 15% who work 100% remote)
- Those who shop outside of Tooele County primarily do so for the selection of stores and product options/availability.
- The types of offerings needed most in Tooele County are big-box retail stores such as Costco and Sam's Club (54%), followed by restaurants (43%), and entertainment such as cinemas and theaters (37%).

Life in Tooele County

- Most respondents rate their overall quality of life in Tooele County as good (40%) or very good (39%). Business owners are more likely to rate their lives as very good/excellent compared to non-business owners (62% vs. 39%) *(no differences by demographic segments)*
- Just over half (54%) of respondents believe that life is better in Tooele County compared to life in other counties. *(no differences by demographic segments)*
- When asked if Tooele County is better off than it was five years ago, just over one-third (35%) say yes and nearly one-quarter (24%) say no. About one-third (32%) say it's about the same. *(18-34 year olds are much more likely than 35+ year olds to say that the County is better off than it was five years ago)*
- When asked if Tooele County is headed in the right or wrong direction, most say the former – 47% say that it's slightly headed in the right direction, and 14% say it's strongly headed in the right direction.

Tooele County Economic Development Plan Preliminary Interview Results

INTERVIEW METHODOLOGY

- The Research Associates conducted 30 interviews with a cross-section of individuals who live, work, and/or are active within Tooele County. Interviewees included representatives from:
 - o Business Network International - Tooele Networking Team
 - o Community Economic Development (CED) Advisory Board
 - o Erda City Council
 - o Grantsville City
 - o North Tooele City Special Service District
 - o The real estate community
 - o The small business community
 - o Stansbury Recreation Service Area
 - o Tooele City
 - o Tooele County Assessor's Office
 - o Tooele County Human Services
 - o Tooele County School District
 - o Tooele County, Tax & Tourism Advisory Board
 - o Tooele Downtown Alliance
 - o Tooele Technical College
 - o Tooele Valley Airport
 - o Tooele Valley Small Business Development Center

- Interviews were conducted online, via Zoom, from August 10th through August 31st, 2022.

- The aim of the interviews was to gather insights and opinions about issues related to economic development in Tooele County. Interview questions focused on the following areas:

Tooele County Economic Development Plan – Key Findings

- o Economic Development Challenges and Strategies
 - o Business Development
 - o Jobs and Commutes
 - o Retail Leakage
 - o Commercial/Industrial Development
 - o Diversity, Inclusion, and Sustainability
 - o Life in Tooele County
-
- The interviews typically lasted 30 minutes and consisted of a conversational style rather than a strict interviewee script.
 - See examples of the interview questions at the end of this document.

ECONOMIC DEVELOPMENT

Greatest economic development challenges facing Tooele County

1. Marketing/getting the word out about Tooele County

“Some of the greatest challenges I've seen are mainly the citizens and educating them on why we're doing what we're doing and the things we're doing. Marketing is hard to do...There is no way really to reach the county. There are several businesses that are trying really hard to develop channels. But there's really no way like standard media, or, or other means to really reach the county and get the word out quickly or effectively.”

“Tooele is the seventh largest county in Utah, and it probably has the worst reputation. Of all the counties, we're seen as - where the toxic waste is put, a desert wasteland, a place with poor schools. So as companies go to relocate, while our land is cheaper than in Salt Lake County, we're fighting an uphill battle because it's seen as a negative thing. Nobody has spent the time and the resources to sell ourselves. Other counties have huge budgets with lobbyists at the Capitol. And smaller counties than us spend a lot more money to bring in business, to bring in parks and recreation opportunities, to bring in tourism.”

“I think we have a lot going for us, but I guess the opportunity is just making that known to people. So maybe it's a marketing challenge.”

“A high strong point would be getting people to realize how awesome Tooele County actually is, and the amazing opportunities that are out here. And I just don't think we've done a fantastic job to market ourselves.”

“Maybe some social media campaigns would be great. I feel like that's where a lot of people are going for news. Putting out information perhaps in our council meetings. I don't think a lot of people physically go there, but I think more people are paying attention digitally. Maybe some small investments in our digital campaigns would be an ideal choice these days.”

“We have a beautiful county. We have a lot of opportunity as far as recreation and things to do. It just needs to be developed a little bit and advertised.”

2. Lack of a clear, cohesive plan

“It feels like to me there's not like a unifying vision for Tooele County. And I think having this process is terrific – it needs to line up with the cities and the counties, or the city and the counties need to meet to get on the same page.”

“We need to establish a plan. First, a plan for some orderly development, I think it's right now quite chaotic. If a developer shows up in the county, they might want to build on the east side or on the west side or out south. But there's no real plan to say, this is our industrial corridor, or this is our business development area. And so I think the plan is critical. So it's not helter skelter building.”

“I've noticed over the past couple of decades that Tooele County is much more reactive than planning ahead. They just kind of wait until something needs to happen. And then they react to what needs to happen instead of planning for that and putting it in place with a specific purpose.”

3. Need for a greater business base; the County is lacking in infrastructure, water, housing, dining options, recreational opportunities, so it is hard to recruit businesses and to get them to stay

“If you were to build some things that would keep people here, they can be like a showcase of the great things in our county (e.g., recreation activities or access to recreation, trails, rec centers, parks, things like that). Within our county, there's very few parks that people can go and play - water parks, swimming pools, things like that within our city. To give you another example. I've lived in my current home for 25 years. And we have driven past a 40-acre parcel. And a small, teeny tiny portion of that has been developed into grass for soccer fields. The rest of that has sat for over 20 years. The city says they are going to develop that. And they're going to put ball diamonds in and then that gets cut back and they want to divert the money to the golf course. But you really need to do what you say you're going to do. If you say you're going to build a park, then build a park and finish it. People lose that trust, and that's not good.”

“One of the biggest things for us is recruitment - how do you get good business? How do you keep it out here? And how do you make it sustainable?”

“I think a lot of the times small businesses will come in and put in a business and then other bigger businesses will get to come in on top of it and it just kind of squashes small businesses. And so that sort of thing kind of hinders the economy around here and small businesses.”

“We are challenged in terms of attracting business (especially in small remote communities).”

4. Infrastructure problems

“We have a lot of ground. But without power, water, and roads to it, it's just not particularly valuable. So we need to continue pushing infrastructure into those areas if we want to be able to develop any kind of good commercial or industrial.”

- **Roads**

“The traffic ability into and out of the area is very limited. We have one road in, one road out. It's a freeway, but it's one road.”

“Roads are a big issue. We are a bottleneck County. Anything that can be done to open up the flow between the Wasatch Front and our Valley would be beneficial. I see communities along the 15 corridor that have less than half of our population. And yet, they're booming. And to me, that's just a matter of flow. Anything we can do to open up flow, I think would really boom to this valley.”

“We truly have a bottleneck. Technically we have three ways out of this county to get to the Wasatch Front, but one of them requires four-wheel drive. The second one requires an extra 60 miles worth of driving to go south and around. So if we have a car accident, up around exit 99 area of I80, we can be shut off for hours. Or even overnight, just depending on the severity of it. And when you're sending most of your workforce on that road, either going or coming, either people can't get to work, or people can't get home. So we need some options there. And people are working on it. But it's slow, and it's expensive.”

“We only have the one way in and out of our County. And even once you get here, we don't have connectivity. We don't have a lot of road connectivity, even between the communities within the county. Just even getting around Tooele City, just a couple of major roads. I think we need some more connectivity, so that we can have economic development in appropriate places and throughout the county.”

5. Water infrastructure and scarcity

“We don't have water resources, and it's a constant push/pull between development/economic growth and availability of the resources. The county has let that slide, and that's an issue.”

“Every time businesses come to our city, we're looking for low water users, because we just don't have the resources. And we don't have water connectivity. So if we had some sort of a water district or something where we could bring more water in, or we could share water, buy and sell to each other, that would actually help.”

“It's hard to develop the county if you don't have water for businesses and industries to set up. Five years ago, I would have never said water. But it's a critical need for both housing development for the workforce and for industry to come in.”

“Find more water for us, please.”

“Kennecott - the mine - they own a lot of water. So when developers want to put in a subdivision, they have to find one of those people and buy the water from them to put in a subdivision. And right now a share of water is like \$16,000.”

“There's a finite amount of water available. We pull water from an aquifer. And that aquifer has a finite amount of water in it. And so the more people who punch holes in the ground and pull from that aquifer, the less likely we're going to have any water in the future. So that's a big challenge.”

6. Need for more high-paying jobs

“I think our biggest challenge is having a sufficient number of high paying jobs here locally to entice people to not leave the county and commute to Salt Lake County and other counties for work, but to be able to stay here and work here.”

“We're a commuter county; people leave the county to go to work. And I think that's a challenge that we've got to figure out.”

“I think 65% to 70% of our workforce drives into Salt Lake every single day. So that kills our sales tax, it kills our shopping local, it kills everything. We have to boost our own economic opportunities. So if we can bolster some big paying jobs to keep people in Tooele County, then I think that's going to help us out immensely.”

7. Rate of growth

“I've lived in Tooele County most my life. And it just seems like it's exploding lately. It's caused issues with traffic, and schools are getting overcrowded.”

“They need to slow down housing development. They are outstripping the infrastructure so rapidly.”

“We are seeing lots of high-density housing. It's become a little bit of a sore subject for at least us as a school district as well as homeowners, because they don't want to see the lifestyle change of our small community...grow into an area in which we just have large apartment complexes everywhere and not single-family homes.”

8. Lack of affordable housing

“We need more housing. We’re around 50,000 dwelling short of what we really need.”

“You’ve got to have people to fill the jobs if you're going to have the companies come. So that's been a big challenge the last two years, just with the housing...there's just not been enough housing for the people that need to be here to fulfill the jobs. There needs to be more housing.”

“I would love to see more single-family homes be built - people want to move out here to enjoy that. I don't know what the demand is for apartments, but when the price of an apartment, a two bedroom or three-bedroom apartment, is as much as what you might be able to pay for a lower end home, it makes it challenging for us to recruit people. They have to have dual incomes and or they have to share to be able to live.”

Greatest economic development strengths and opportunities for Tooele County

1. A lot of open space

“We've got plenty of open space, and there are many areas to develop.”

“We have lots of land. We can give opportunities for people to come out here, set up their business and warehousing commercial operations that will be a huge benefit.”

“We have so much potential, we have so much undeveloped land.”

2. Great location

“Our access into the downtown Salt Lake area is better than the majority of Salt Lake Valley.”

“Tooele is unique because we sit right in proximity of the airport, I15, and I80, where those interstates converge. So I think in a way, we are positioned to be a crossroads of Utah because we have the east/west and the north/south access.”

“We have the exit off of interstate 80. And more direct access if you want to bring in your tech or warehousing or things like that.”

“We've got a robust infrastructure in terms of highways and airport near us. And I think that we're in a great location to be able to transport products in and transport products out.”

3. Less expensive land and housing

“We have land and compared to the surrounding county to Salt Lake County, it's inexpensive.”

“They have more affordable pricing along the Wasatch Front. Salt Lake County has really escalated for really everything - housing, industrial, commercial, etc. And so I think they have within our sub market a relatively valuable, affordability value proposition.”

4. Talented workforce

“We have an amazing workforce right now. 70% of our adults drive into Salt Lake. And I know a lot of them would be willing to work out here if the right jobs and industry were here.”

“We have a great workforce. There's young people here that want to work. It's not like they've all got to make \$27 an hour. And there's some education in the valley, there are university classes here, and there is the Tooele Technical College for industrial art. So I think a well-trained, motivated young workforce is available.”

“As the population and housing center grows in Tooele, I think they'll have a captive market, a better labor pool and what I consider to be a pretty captive talent pool that would prefer to stay in the Tooele area. Right now, a lot of the auto market companies that we're working with are in logistics or manufacturing, and they see a really trainable, potentially loyal, very captive workforce here.”

5. County's economic development efforts

“I feel like they work very hard to attract the right businesses. And they offer a lot of tax incentives and things like that. It's just that there's a lot of people that don't stay after those tax incentives. But I think that that has been a real strength to have that be on the mind and working toward bringing those businesses to Tooele County and understanding the importance that they play in our economic growth.”

“They're definitely trying to take steps towards bringing in the type of businesses that we need to support the economy out here to provide jobs...they're definitely trying to take steps forward. And we have people in place that can see the growth and the development needs and are trying to meet those.”

“The County has been willing to work with people, for instance, like the Romney Group. They're willing to work with people to try and get new businesses to come in here...the county's willingness to kind of entice those types of developments to occur is probably one of our strengths.”

“Tooele City has an economic development arm. Do many other cities in the county have an economic development arm? Devoted staff? None of them do. And the County is using Better City as an economic development tool. They run it kind of through the Community Development Department.”

Infrastructure improvements needed to facilitate economic development in the County

1. Roads

“We’ve got to be able to get people to and from their destination on our roads, safely and efficiently.”

“There’s got to be another road to get around that point. Because when that shuts down, everything shuts down and it’s hours to get home. And that’s not acceptable. I did one of these with UDOT years ago. And I kept telling them until you get that done, nothing else matters. And they haven’t done it. I know they always say that there’s no funds...I’m like, ‘Oh, stop whining and do it.’”

“The first phase of the infrastructure that was completed (within the last 6 months) was the Midvalley Highway. And that brought the traffic off of interstate 80 right into the industrial area of Tooele and Grantsville. So the first phase is done. And now the next phase needs to be completed. But it will go right through the industrial area of Grantsville. And right into the industrial area in Tooele. So that’s something that needs to be completed as phase two. And I don’t know if that’s more Utah Department of Transportation as opposed to just the county, but obviously, they’ve been working with the county on this project for quite some time.”

“There’s only one way out of Tooele if you’re heading to Salt Lake City. So anytime there’s a wreck or anything on that road, it causes a lot of problems for anyone who has to commute to Salt Lake for work.

2. Water and Sewer

“We’ve got to have the water to sustain businesses and people that are working in the businesses, living in our community.”

“They’ve got to work on those sewer lines. They’ve got to increase the capacity - every one of the cities needs to. I know they’ve been trying to get Erda some water systems because they are the private wells and the septic tanks. The septic tanks are leaching into the ground and it’s causing contamination. So there’s a big problem.”

“The water is something that concerns me - both the total quantity and the ability to access it.”

“There’s huge swaths at the bottom of Tooele Valley...But there’s still no sewer, no water. Large sections of SR 36, which is the main corridor coming up through Tooele Valley, same thing - no water, no sewer...I think the number one limiting factor in this valley for any growth will be water.”

3. Trails

“Walking, biking, hiking trails, anything related to that - there's not really safe hiking trails anywhere.”

4. Public Improvement Districts

“Public Improvement Districts, the state allows for them. We've been coming up with some standards because we've actually been reached out to by someone that wants to do a PID for a business park type development. So I think that's one of the things that the county could potentially do to help to establish water and sewer is allowing some of these type of PIDs. I have heard that they're kind of dangerous for residential type developments because they can add a lot of costs to individual homeowners. But for businesses, that might not be as big of an issue. That could help establish some of that where maybe a location is ideal for where it's located for having that type of development, but it's not close to the utilities... that helps to kind of create some of those utilities on site. I think that could be helpful.”

How receptive are Tooele County cities and towns to economic development?

1. It's complicated – many people want to keep the County small and unchanged, but they realize that growth is inevitable; that being the case, it's important to have a plan

"I do really understand both sides of it. But on a government level, we cannot stop growth. And I just believe that we have to manage it."

"Even those who know we need it don't like it. I fit in that category. I hate seeing everything changed. But I know that we need it. So I support it. But I think the cities and the county, in general, are very supportive of economic development, because we all see the picture that without that growth, we die."

"I've lived here only nine years. And I love the small town about it. I love it. However, the growth is coming. We cannot stop it. If we don't plan accordingly for the growth - if we just say, "No, no, no, no - Target, no, Costco, no Kohls" you're going to end up with just a large hodge podge. You can't have a nice development of areas if you don't plan for it. And I think that's what's happened up to this point in the county. If it were planned, even if it doesn't come for 10 years, at least I'd feel comfortable."

"Of course, I want to stay small. But I'm also a realist, and I know that we can't stay small. And in order to get the amenities, we're going to have to grow. So the growth has got to come out here. As long as we can develop smarter. The cost of infrastructure, just to maintain what we already have, is not going down. So that in and of itself is going to require that either we'd have a pretty huge influx of property tax dollars, whether it be commercial sales tax or property tax, and none of those are going to happen without the growth. Even if we just wanted to maintain what we have, we can't afford to do it. So growth is necessary, whether most of our people understand that or not."

"Our government leaders, and this is not just at the County level, but our municipality as well, need to understand some tough decisions are going to have to be made - not necessarily with a thought towards fixing something today, but where we want to be three years, five years, ten years from now."

2. It depends on the area – there tends to be more support in the larger cities

"That probably depends on where the person lives. The people in Erda are not for it at all. I think the people Tooele are a little more receptive. Grantsville, I think maybe 50% would like to see the growth because it's more tax dollars, so the city will be able to do more. And then the other major community is Stansbury Park. And I think for the most part, they're more of a bedroom community. There's not a lot of industry there. But I think most of them are favorable to having industry in the valley."

“Depends on the city...I know in the past with Erda, they've kind of pushed back on any kind of economic development...I know Grantsville is open to economic development. Lake Point is a new city. But from what I've heard, they're open to economic development as well. I think everyone has kind of realized that the economic, the business side of what we need, as far as with our taxes and everything in Tooele County, we're really lacking. And we really need that business growth to help our residents.”

“There are pockets of different opinions everywhere. I'm in Stansbury Park, and we would love for more businesses in our little area - more boutique mom and pop businesses I think would fit here. We would love the county's help getting them because we aren't a city. So there's that receptiveness here for economic development. Then you also probably have different people that want to keep it more rural. So I think it's a mixed bag. Can't make everyone happy.”

“I would say spotty is the best way to describe it. Tooele City itself has been fairly aggressive at looking at development...Some people are doing a good job - Tooele City. Others are not. I don't know that Grantsville does anything. Erda incorporated to basically shut down - they didn't want development in that area. So they incorporated to basically shut off development in that area. Stockton has some major issues in terms of infrastructure, so they really can't focus on anything.”

3. There is a good amount of support from people who understand the need for taxes, new businesses, jobs, etc.

“Based upon tax concerns, they want to see the county develop businesses that can be the tax base right now. The majority of taxes are property taxes levied against individuals and families, and they're continuing to go up. So some homes were evaluated 40% higher this year and created a problem with the taxing process. And so there's anger in the community right now. But if a big business like Cabela's or some kind of industrial process came here, they would be very happy for that. So I think there is reception from county residents.”

“I would say they're probably pretty receptive to it. I think they've been wanting a lot of these things. I think one of the biggest factors is a lot of people moving to our communities have had these things at their previous cities, or previous places where they were living. And so now they're out here and are like, “Why don't we have this?” And so I think they'd be super receptive to any kind of plan or anything moving forward to improve Tooele County.”

4. Some people lack understanding about the need for growth and would benefit from education on the topic

“I think a lot of residents in the community get frustrated because they're seeing a lot of growth coming on the residential side. But I think as elected officials, we all understand why we need the residential first, to bring in the businesses and commercial that we all want to see. So I

think the elected officials are all on board like, “Hey, we want the economic growth, we're willing to do what we need to get that,” but the residents don't always understand.”

“The citizens don't understand what needs to happen. They are not receptive to anything that changes. And they don't think through the whole process. One of the other developments that was referendum'ed right out of here would have provided a route for another way out of the county - that had been negotiated in what the county was doing. And they voted it out. So they complain, complain, complain, but they don't see what has to happen to get done what they need...They don't get educated. And then they make knee jerk reactions that really are detrimental to the area. They think they want economic development, and they think they want jobs here so they don't have to commute. But every time it gets to where they're going to make headway, they put a stop to it.”

“As we grow, we will continue to inform the residents. I've learned that you cannot educate them on how the system works. Because it doesn't matter what you say, what you do, they're still going to believe what they want to, but when we get the information out there, and we share that, and we are transparent, some will understand, and we'll move forward.”

“Part of the biggest problem is nobody wants to see a higher density. Even Commissioners or County Councilman all seem to have a little bit of an issue at it. So it needs to be a real tidal shift. Our population needs to understand the realities of the world.”

“We have a lot of problems with people not understanding how the growth cycle works. Until you have the housetops, you don't get the businesses - until you have the businesses, you don't have the tax base so that your property taxes don't go up, just all these different things. And they jump in before thinking through things to put the kibosh on things. I think the County was actually doing a pretty good job of trying to bring in some more housing and get some more opportunities going for affordable housing and things. But then the referendum process has killed that. And it's just sad to watch. I know they don't want to be another Salt Lake, but they're going to be a bedroom community of Salt Lake anyway, it doesn't matter what they want. It's going to happen.”

“You have to have the rooftops to support new businesses coming in...But in a lot of areas, the residents push back on having a lot of new housing. But at the same time, they want the Costco and the Target and all the amenities that Salt Lake County has. But they don't want the rooftops to support that. So it's kind of a weird situation where people don't want the growth, but they want the benefits of having the growth but not having the growth.”

“Not everybody understands this - economic development helps our residential taxpayers. We're a high tax paying County because we don't have a lot of business. People don't understand that those things go together. People don't realize that the more business we have, the more tax relief that is for them. And so I think we need to work on educating people that, not only do you get to shop at Target, or whatever, but it also helps with tax relief in our

county. And it helps with our infrastructure because the less people driving to Salt Lake means that our road is not always backed up and crowded and taking forever to come in the community. But with that economic development also comes high density housing. And that's I think where the backlash comes in. People want this community to stay kind of rural. But you can't avoid the high density with economic development. So there's just a little bit of education piece, I think."

"More rooftops and the bigger population base they have, the more likely they will be to attract brick and mortar retail. And communities within the County have, as of late, really pushed back against additional housing. So, educating residents on what that looks like is a real challenge for most public officials. You see this anti-growth sentiment happening all over the intermountain west, all over the western United States and other growing markets."

5. City and County leaders are generally supportive

"All of the leaders of the communities understand the importance of development. We want to provide jobs for our residents so that we can keep them here. About 75% of our workforce in this county leaves this county for work every day. So if we could provide the jobs for them and keep them here, it will solve air problems, and it will also solve transportation problems. Because there's never enough roads, too much traffic, and not enough places to get in and out. So I think we do all understand the importance."

"I think overall our county is pretty great about it."

What does Tooele County need to do to ensure that it can be agile and resilient in response to dynamic changes in economic conditions?

1. Have a forward-looking plan that is regularly reviewed and adapted

“Having a plan that says, “This is where we're going or at least where we think we're going,” and reviewing it on a regular basis and being willing to say, “You know what, this isn't what we thought was going to happen. This is what we need to,” and be willing to flex. But having at least a forward-looking plan to the future with the understanding that it's not set in stone.”

“I would like to see a 10-year plan that includes how the County plans to respond to the growth and to water issues. I don't know of any long-term plans to address some of the issues that I've discussed...As far as tax strategy, should we all be raising our taxes at the same year?”

“Say, ‘We know that some of you don't like the growth, and if we can stop it, great. But if we can't, we need to plan for what it's going to look like. So we can live in a nice area, and make it still feel like it's a quaint, small town.’”

2. Bring the right types of businesses and jobs into the County

“If they could focus on technical related businesses, so people wouldn't have to make that trip into Salt Lake...They've focused on manufacturing and storage spaces, warehousing type stuff. But I think if they focus more on technical areas, they could leverage that a little better than they are out here.”

3. Invest in infrastructure

“We need the ability to provide shovel ready spaces, growth spaces. From an economic development standpoint, we have a fair amount of land. But most of those spaces require a huge infrastructure investment. Again, back to water and sewer specifically. We don't have a county-wide water or sewer system. And most of that growth area is in the unincorporated county area. The municipalities take care of their own very nicely, but for us to grow economically, we're going to have to come up with some sort of central system that allows some of these pieces of land to be more shovel ready than they are.”

“You've got to have the infrastructure in place to get businesses to come here. Clearly, water is a concern in our community. I think that the community needs to be willing to put up for transportation, for instance, the bottleneck of getting into our community on I80 is a real problem. And I think that probably hurts our ability to attract businesses. But that and water requires an investment. And then do those jobs come and follow naturally? I think that they would.”

4. Focus on the whole county, not just the larger cities; work together

“Don’t just focus on Tooele. Focus on Erda and Lake Point and Stansbury Park and Wendover and Vernon...eventually, the entire county will benefit from it.”

“Tooele City is recruiting because we want people to come to Tooele City for the tax benefit, but we should also be supportive of businesses coming to other cities in the County because it still benefits us - it's still going to bring people to shop at Walmart or whatever. So I think maybe just planning and working together more effectively. And maybe having policies that are similar. For instance, you know, you don't want Grantsville City to come in and say, “Hey, we'll give you a 50% tax cut if you come here and steal it away from Erda. That's not right. So maybe having some policies that are supportive would be helpful.”

COVID-10 IMPACTS

What are the key impacts you think the COVID-19 pandemic has had on the County?

1. Overall, positive – people worked from home and spent money in the County

“Honestly, I think it had a good impact. I know a lot of our work force drives into Salt Lake. But of course, when COVID hit, a lot of people just worked from home. And it was actually a really good thing, because then they were staying in our county and ordering lunch and doing their grocery shopping and that kind of stuff. So we were able to actually kind of see what was happening with our sales taxes...And it was eye opening knowing that there was that skill set that was driving around the mountain where they could stay out here and still do an amazing job.”

“People are either still working from home, shopping here more, and buying more locally, which is awesome.”

“I feel like there are more people staying home and working from home. There's not quite as much traffic. So my sense is that more people are telecommuting.”

2. Some businesses suffered, but overall did okay

“It wasn't business as usual, but we were able to sustain a good level of business and not fall off.”

“We lost a few businesses, but not as many as a lot of areas. I think we lost a few restaurants and a few smaller businesses maybe that were struggling already.”

“Brick and mortar suffered. Everybody just started ordering online. But at the same time, things didn't shut down.”

“Our pipeline really shifted during COVID. About 20% of our projects before COVID were in the manufacturing space. Now 50% are, and that's held true since about July of 2020. So Tooele had the opportunity to compete on more of the state's corporate recruitment projects because of COVID. So from a recruitment standpoint, and because of all the supply chain disruption that led to our pipeline now being so manufacturing heavy, I think from just purely recruitment standpoint, COVID was a net benefit. That's not to say that families didn't suffer and that small businesses weren't harmed by people staying home, etc. But strictly from a corporate recruitment standpoint, I think it was a net benefit.”

“It affected us immensely out here. I had to lay off all my employees, and I was at my job every single day, doing everything I could just to survive. Of course, the city helped us out with some

funds and some other grant funds, but post COVID, I think we're doing a lot better. People are actually getting out of their house and realizing what we do have in Tooele County, and what we can take advantage of as citizens here.”

3. Slowed down growth

“There were a few developments that we were working on in Tooele City that were postponed because of the COVID-19 pandemic. So I think they just pushed things back a couple of years. I think it may have made a few developers a little more hesitant to build right now. Just because the brick and mortar was kind of questioned during the whole pandemic. I think it's just kind of put things off two or three years from what we were planning to happen in the community.”

4. The County and businesses did a good job navigating the challenges

“I think we did surprisingly well. There were some small businesses that were not able to hang on. Our Chamber of Commerce in our County and our cities did try really hard to help those small businesses through the pandemic so they could hold on, and we did pretty well. I was impressed with the response of our community. Our Chamber of Commerce got it together, and they put a list together of all the restaurants that either you could get takeout or you could call in. They had a website totally dedicated to how to eat out during COVID. And our County and city governments worked really well together to work with ARPA Funds and economic relief funds and that kind of thing to help targeted businesses stay.”

“I think that the city and the county handled COVID-19 really well. They implemented the things that were coming down from the state, and they had to put certain restrictions on, but the county as a whole seemed to continue to thrive. With them not continuing with the strict restrictions on lock downs, that really helped businesses to kind of pull out of it quicker. And so I really think that they did a good job at that, and kind of going with the flow of the town, seeing what the community wanted, and how the community was reacting to COVID-19. They were allowing businesses to still be able to run efficiently. We didn't see a lot of closures in the city because of COVID-19 that I saw, or that any of the other business owners I know complained about.”

“We did some pretty innovative things here at the technical college to get funds out to businesses to keep them surviving through the pandemic, and some creative ways to keep their doors open during the pandemic as well. We did a lot of deliveries, figured out the delivery system for products and services, and developed software that helped all of the communities of businesses have a marketplace that the residents could go to, to purchase their goods and services, and get them delivered to them. So we did a pretty good job, I think, as a County and as a school, to keep those businesses running and to educate them on what it's going to look

like in the future to keep their doors open. And they've responded very well I think to that and most of them are doing that.”

5. Sales tax increased

“When COVID happened during 2020, our sales tax in the county increased dramatically. That's because everybody's working from home, and you can't really go anywhere. So people have to shop at the stores we have here. And I think there was a big assumption that as soon as the restrictions lifted, that that would go back to normal, and it hasn't. So the trend is still a little bit up. Not as high as 2020 though.”

6. Negative, lasting impacts on behavioral health

“COVID shut us down pretty good from the behavioral health side. Senior Citizen Centers stopped functioning, they had to stay home. But the Public Health Department was able to adapt and provide services. We went to telehealth programming, and it seemed to work. But we've also found, because of the pandemic, a drop off on services - in the mental health arena and substance abuse arena. We saw substance abuse going up during the pandemic; we see anxiety and depressive neuroses and things like that going up during the pandemic.”

BUSINESS DEVELOPMENT

Top challenges Tooele County businesses face re: growth and longevity

1. Access to funding and facilities

“Primarily real estate...Startups that have a plan are really challenged in terms of a facility where they could set up - what's available in terms of space and real estate. And having the means to be able to get to the funding that most small businesses enjoy, or have access to.”

“Lack of commercial space that's available. We were on a tour and one of the guys on the tour is trying to open a new business here. But he hasn't been able to get it off the ground yet. There isn't anywhere for him to go. I have had several commercial people contact me, “Hey, this is what I need. And can you find me a space?” and there's nowhere to put them. So there needs to be more commercial space in the area for the businesses to go into. If you had some more areas that were more mixed use, then you might be able to find some more spaces for places to go.”

2. Workforce issues

“Workforce is a problem being we have a very low unemployment rate. So there's a lot of jobs out there and not enough people to fill them.”

“It's probably workforce. Do they have enough? How many people are going to live in Salt Lake County and drive to Tooele for their primary employment? Unless there's really great benefits at the company, and they love it and all that stuff. That is counter to I think what most people would think – Tooele is a bedroom community that employs into Salt Lake County rather than the opposite.”

“Employees, employees, employees. Getting qualified employees is a real challenge in this area. Because you can grow industry, but if you don't have the population base to support that industry, it is futile. Have enough bodies. And if they had a great wish list, they would be qualified bodies. But for right now they're just asking for warm bodies.”

“We don't have the workforce needed to bring in some of these bigger economic businesses that we want that will really help our community.”

“I believe that the talent pool is here, and people are willing to come to Tooele County with their talent, but they've got to have the drivers, the jobs that are there for it. One of the drivers that pulls people to Salt Lake County is the entertainment. Not a lot of entertainment in Tooele County. If you want concerts or you want movies and things like that, they'll go into Salt Lake County...and an aquarium and a zoo, those things are all in Salt Lake County. Businesses, as they

look at the County say, “How far away are we from the things that our families, our people will enjoy when they're off work?”

3. Lack of affordable housing

“Housing is another issue - the high cost of housing right now in the state of Utah. We've got all these jobs available and not enough places for people to live. Housing cost is just very, very unaffordable for most people.”

“Getting housing for employees is tough. So when they move here, they usually move with a handful of employees. And getting them housing is tough because there's such a growth happening right now. There's construction everywhere. Housing is going up everywhere, but it's just still not fast enough.”

4. Government bureaucracy and regulations

“I feel like there are a lot of hurdles to jump through to try to get a business up and running in Tooele City. I hear from other business owners that actually have businesses within the city that it's really hard to get their business license and get their businesses up and running - that the city kind of puts in a lot of hurdles.”

“The developers want things done a certain way, and it takes a little bit too long to get the approval to do things. So it kind of pushes everything back a couple of years.”

“There's a lot of regulation that makes it very difficult for businesses to open in the area. I think that's a general thing throughout the whole United States. I think that government's getting in the way of the businesses.”

5. Retail leakage

“Many people continue to go to Salt Lake, so businesses in Tooele County don't get the necessary customers they need to stay in business. So they come, and they're not here for very long. And then they close up, and then somebody else moves in and tries it. And so just trying to keep them here is hard because there's not a lot of other options or other opportunities for people to stay inside the community. We don't shop in Tooele County that much because we find ourselves in Salt Lake for other reasons. And so it's just easier to stop there. And then take care of everything. And then so we just go from there to go home instead of coming back to school or going somewhere else. So I think that's probably one of the things you're seeing them struggle with.”

6. Infrastructure issues

“I'd say the biggest challenge for a lot of these companies is having the water and sewer infrastructure or roads to get to where they could develop property or get access to other things like that.”

“Water is always the biggest thing - where they get their water source, the open market trying to buy the water rights - that's always been the number one challenge.”

“Transportation is always an issue. The way Tooele City is, there's a railroad track that runs right through the middle of Tooele City, and there's only one or two accesses over State Route 36. So I think that's difficult for developers - they're adding to the traffic, but there's not really a solution for State Route 36. And there's one or two ways to get around it. And that's the only way until the Mid Valley Highway is complete.”

Which type of businesses/jobs should Tooele County try to attract?

1. Businesses that offer better-paying jobs

“We've got to have something that's going to pay well enough that people will say “I'm going to quit my job in Salt Lake City and come work out here in Tooele. They've got to keep up with the wages and that's a challenge for all of us right now - keeping up with those wages.”

“We need a little bit higher paying jobs. We have Purple and Cabela's, but they're not really high wage earners. So some kind of manufacturing that pays a little bit better than the ones that we're currently seeing.”

“They need to have a fair wage that people can live on - a livable wage. Doesn't have to be high paying, but livable is helpful. I know that they've brought in Cabela's, and they've run these distribution centers, that's a good thing. But a lot of those positions don't pay enough for people to afford a home or to afford rent. There's not enough jobs paying enough here to dissuade them from taking work in Salt Lake instead.”

“The higher paying jobs are in Salt Lake, and they're mostly in the tech industries. If you want to make \$12 an hour at a restaurant, or you want to make \$17 an hour, at an industry out on the Depot, you can stay home and do that. But the jobs that are \$25 - \$35 that require an education and maybe additional education, are going to be in Salt Lake right now.”

“Something where the employees can afford to buy a home based on what they're making. We struggle with that. We've got a lot of distribution centers and warehousing, and most of those jobs don't pay enough to justify or give the ability for people to purchase a home or frankly even live here. The housing crisis in Utah, in Tooele County specifically is very real. When jobs are paying \$20 to \$25 an hour, that sounds great until you realize you can't live here for that.”

“We want high paying jobs - we don't want an Amazon fulfillment center. We've already got a Walmart distribution center and Purple Manufacturers. In Tooele City, we have Cabela's and Carvana. And I think between those four, they'll trade employees back and forth. That kind of meets that lower tier of employment needs that are “lower level” - \$18 an hour. I don't think we really need more of that. We need jobs that are higher paying that can retain people who would otherwise drive to Salt Lake.”

2. Businesses that offer more professional opportunities

“I would like to see more headquarters, professional type jobs like human resources, professional business jobs, human resources management type jobs.”

“More professional people. We need more attorneys; we always need more doctors.”

“Kind of a higher end opportunities. I've had a student that's interested in going to law school, just trying to find an internship or exposure to those kinds of careers has been very challenging. We don't have a presence of it out here. But that's what's going to be paying for a lot of our kids' mortgages.

“Something that was more intellectual...accounting firms, architectural firms, attorneys, something more that way, but those kind of go with population growth.”

3. High-tech businesses

“Computers would be another great thing. I know we have a lot of our high school kids that actually work jobs on the side doing computers and making websites for companies and stuff like that, and I'd love to see that on a bigger scale.”

“Utah State University's satellite campus and the technical college have seen big growth in the computer side of things, the software, the information technology...those programs have grown a lot. So most of the students when they graduate go to Salt Lake to work. Or they have to relocate, and move to be closer to their work. But I think it would be good if there was an emphasis put on getting some high tech or higher tech jobs in the County, Because the programs have high enrollment, and students are very interested in the tech industry and less maybe in the industrial industry.”

“If we could bring in those few high-tech businesses that would work with the technical college, we could develop entry level skills. But that higher level skill set would have to come from those that are already going over the mountain or people that are working remotely. And I know there's a lot of people in the high-tech sector that work remotely, but there still needs to be a certain base that work face to face. And that will only come as we work together from all ends to make that happen. But it has to happen because so many of our jobs, the better paying jobs are in that sector. I am unaware of any specific software development company here in Tooele Valley. And we've got to start somewhere. So there's no reason that we couldn't have those jobs here.”

4. More dining and retail options

“As more and more people are coming out here, I just think the demand is getting higher and higher for nicer places that you'd want to go out and take your family to and stuff like that. And then just the shopping all around; there's not really good clothing store options out here.”

“We definitely need more places to eat.”

WORKFORCE COMMUTING

What are some key reasons that people seek work and commute to work outside of Tooele County?

1. For higher paying jobs and jobs they're qualified for

“For higher paying jobs. That's the biggest thing right there. And the types of jobs that they trained for. They may not want to live in the big city. My husband - with what he does, maybe he'd make \$50,000 here, he makes over \$100,000 in Salt Lake. A lot of it is the high paying jobs are not here. So the people go over. We can live for less here, pay less for our housing, and have a higher paying job over there. So until we get some better paying jobs here, people are going to continue to commute.”

“Most of us just like a higher paying job. I can't think of why anyone would want to commute if they could find a job in their line of work that would pay the right amount. If they could do it that near their home, I don't think anyone would choose to drive a long way.”

“It's really financial. There's not a job in this valley that pays what I'm making. I think that some of these companies that come into our community think that they're going to be able to come in and give lower pay. They come here and pay their people 20%-25% less. I'm within seven years of retirement, so there's no way I would leave my current organization - the money is great and it's got a pension, it's got a 401 K. If I was to leave now, I would be leaving way too much money on the table. Even when I started with this company, I was making dramatically more than I could make in our own community. Unfortunately, it's worth driving. My commute is up to 50 minutes each way.”

“Most of the higher income people commute to Salt Lake because that's where the jobs are. You have your accountants, attorneys, engineers...most of those are commuting into Salt Lake. The people with MBAs – very few of them find jobs out here that pay a wage to sustain a decent family. And Utah has this culture of – most of the women want to stay at home. If there were jobs here, the talent would move here and everything would improve (e.g., education) because once you have well educated parents, they're going to require the schools to be better.”

RETAIL LEAKAGE

Why do people travel outside of Tooele County to buy goods and services?

1. More convenient since they commute

“For people who commute, it's simply more economical and convenient for them to shop on the way to work.”

2. Not enough options in the County – big box stores, clothing, restaurants (high end), recreation, grocery stores, arts/culture; Walmart doesn't cut it; MANY go into Salt Lake for Costco

“I know how important it is to keep the dollars in our county. And so I'll go to Walmart or our little local grocery store, and I'll go grocery shopping and the shelves will be empty. Because we've grown out of our Walmart. What people don't realize is people are shopping at that Walmart from two and a half hours away all the way around, because people drive in from Wendover, Rush Valley, Dugway because it's the closest Walmart or grocery store. So a lot of times their shelves are empty. So then I get frustrated and think then I'm just going to go to Costco, and then I feel bad. And even with our little local grocery store here, if you don't get there early in the day, there's no milk or bread. Things are gone because we've outgrown that grocery store as well.”

“I buy most of my stuff on the other side of the mountain or on Amazon. Because they don't have it here. I go to Walmart if I need to pick up deodorant, but they don't have it. And then I could pay twice as much and go to Macy's. Why would I do that? They don't have much variety of goods and services that I want. I go to Salt Lake for personal services and for medical care. I go there for Costco all the time. That's where the entertainment is too. If you want to go to the better theater, then you're going to Salt Lake. If you want to go to concerts and the theater, then you're going to Salt Lake.”

“We have a McDonald's, we have a Wendy's, we have a Burger King. And so people get their fast food fix, but there's not really a credible three or four star restaurant out here. If you're looking for high end stuff, you go to Salt Lake.”

“Groceries is the biggest thing. And a lot of people have mentioned that they'll drive into Salt Lake for Olive Garden or different restaurants. Another big thing is clothing. There's nowhere to shop for clothes or shoes.”

“We need a Costco and the club stores like Sam's Club. Restaurants...I think we're limited. We drive around the mountain into Salt Lake Valley so we have a better choice of places.”

“We have a few small boutiques that provide clothing, mostly for women. There are no men's clothing besides at Walmart. And then as far as restaurants go, we don't have a huge variety of restaurants out here. We have a lot of fast food. And the majority of the places to eat out here are either Mexican restaurants or hamburgers. And I hear a lot of people say that they would just would like more variety in their restaurant options. And there's really not a nice upscale restaurant out here to go out on a date. And recreation things are missing out here. Things to keep teenagers entertained. I know that they've had things they have like a dirt bike track and a BMX track. But they've kind of let those things go. Honestly, our Deseret Peak complex is kind of dwindling, and so we definitely need more activities for families and kids to be able to go do rather than having to drive into Salt Lake to do those things.”

“I think we're underdeveloped with regard to arts and recreational areas - softball fields, baseball, parks, football fields, soccer fields, recreational areas. I think we don't provide any of that. And so a lot of us travel into Salt Lake several times a week to go to those types of things.”

What types of retail and restaurant offerings are most needed in Tooele County?

1. Restaurants

- Nice, upscale restaurants to go for a date or special occasion
- Sit down restaurants
- Steakhouse
- Italian
- Healthy options
- Olive Garden
- Outback Steakhouse
- Chick-fil-A
- No more Mexican food!
- More variety

2. Clothing options

- TJ Maxx
- Marshalls
- Ross
- Kohl's
- Target

3. Big box stores

- Costco
- Sam's Club
- Lowe's

4. Grocery store

5. Recreation/community centers

6. Automotive repair shops

7. Theaters

“Many companies have expressed interest initially in the County. But at the end of the day, when it comes time to pull the trigger, they look at the rooftops and say there's just not enough here to support it.”

DIVERSITY, INCLUSION, SUSTAINABILITY

Are issues related to lack of diversity and inclusion a notable challenge for Tooele County?

We see a pretty even split between those who say it's a challenge and those who don't...

1. Yes, it's a challenge

"I would love to see more diversity. That's the biggest thing I miss from other places I've lived but I don't know how you encourage it."

"I think there are challenges, and they're challenges because of the current state of America. And those are issues that have to be taken into account. Tooele County is primarily a white community. The next largest population would be Hispanic. I would think that black Americans would make up less than 2% of the population. So I think any company coming here would want to see the potential, or at least the encouragement for inclusion and diversity. I don't think it'll hold businesses back, but I think it may impact them if they don't have a broader array of folks to choose from, and train people in the management area."

"Women in the workforce needs to be an emphasis. We're dealing right now with a county council that's all white male members of that council. It doesn't mean they're not sensitive to women in the workforce. But I don't know that many people in the county really grasp women are in the workforce. That this is not a community where women shouldn't or couldn't work. We should encourage women in the workforce and find jobs that cater to females."

"Working for a school district. I do think there's some challenges, I definitely believe there's some challenges in that area. Because as more and more people are moving here, the diversity of the county is changing. We're bringing in a lot of different cultures. I do think it's a challenge for us out here in the County. Especially in the Tooele City area. Some of the surrounding areas I think are a little bit smaller, a little bit easier to handle. But right here in Tooele City, I think it's a challenge. And I think people are doing the best they can with it for sure. But like I said, I think with the population boom out here, it's just coming really quickly. And so it's been kind of a challenge. I think county officials and city officials are doing the best they can to try to accommodate that and make things better."

"Because people aren't educated, I don't think they understand challenges other groups face. And so they just kind of get lumped into one big thing instead of trying to make sure people understand and are aware of other cultures and other groups of people. So I think that's been a hard struggle, education. And making sure people understand instead of just being stuck in the ways of what used to be. I think a lot of the population that's been here for a long time in the county are having a harder time with it. And so I think it's education. And to be quite frank with

you, just making people aware that not everybody faces the same challenges that you do, depending on whatever that is. And so I think that's one of the biggest things in the school district we've been trying to put in place for the county is educating and helping our students understand that.”

“I would say there's definitely a lack of diversity right now. And yeah, that would be a notable challenge. There are those who seem to think that we should only have everyone that's of one mind. And I look at that and say, “Well, that's just another way of saying we need to be narrow minded.” In diversity, there is strength, there really is. I think higher ed has done a good job - they are on the forefront cutting edge of that. As far as small business owners and diversity, I honestly have not seen it yet.”

“I don't think we do any worse or any better of a job than Utah in general. I wouldn't say that our problems are anything different than what you would experience in another area of Utah. But for any area to recruit companies to Utah, one of the things they look at is diversity, and we've got a lot of room to grow. I don't think the reputation is that we're not inclusive. I don't think we're considered a racist area. But look at our County Council. We have five county councilman, they're all men, all white men.”

“There's a notable Hispanic population here. There's a strong Hispanic community, and a group of businesses that really support themselves, but also keep to themselves in a way. They're not always integrated; it seems like they're separate in their business community from the more mainstream business community. So bridges need to be built between those communities. We're starting to do that.”

2. No, it's not a challenge

“I think it's gotten much more diverse than when I was in high school in the 70s and 80s. I think our population is much more diverse than it used to be. If you look at the places of employment, I think we have diverse groups of people working there. Inclusion, I think people feel like this is one of those areas that they can come to and feel welcome. This county is pretty welcoming, pretty inclusive.”

“No, I've never felt that way. So I would say no to that.”

“I think it is something that was a struggle 20 years ago. I don't think it is anymore. I don't think there are blocks or anything that's stopping minorities from moving in. And I think socially, they're far more accepted than they were before. There was some resistance there for a while, but now I've seen that kind of dissipate over the years.”

“I feel like we have a relatively diverse community. I know of lots of different types of religions, nationalities, activities, groups of all shapes and sizes and types in the area. I think we do have more of a rural focus. A lot of farming and ranching, or manufacturing and retail. A lot of good tourism and people are coming from outside the County staying here. We have a good mix.”

Is the dry climate/lack of water availability a top issue for Tooele County?

1. Yes, it's a big issue - personally

"It's a top issue for me and my husband - we keep looking at properties in Washington State because the Great Salt Lake drying up and arsenic is flying around in the air. Doesn't seem smart to live here long term. It's hard because I don't think Tooele County controls all that. I wish our county leaders and our state elected officials would kind of have our back a little bit more. I know it's hard because it's not top of mind. It's not an issue that's affecting us day to day. But it seems like if it doesn't get addressed soon, it'll just be catastrophic for individuals and businesses."

2. Yes, it's a big issue – for businesses

"Some of the businesses that we try to get to come to the area... we choose them because they use less water. I know that some businesses that were interested in the Lakeview Business Park use too much water. And so they went to other parts of the state that maybe had a little bit more water in reserve, so it's definitely a challenge. I think anywhere in this area, water becomes an issue."

Possible solutions to the lack of water availability issue...

"Tooele City has started to have those discussions - what we need to do to conserve more water. And as we talk to businesses, we've made it an initiative to bring in low water users. Tooele City has some water that they can give to developers if it's the right company. So I think we're starting to head down that direction of conserving more and making sure that we're bringing in the right businesses."

"Tooele City is trying to get congressional, federal funding for water budgets. We right now have a \$4 million amount that's earmarked for Tooele for water infrastructure. So that's a good thing. If it passes the Senate, then in the first half of 2023 we could start getting that money for water funding that would help us build new water storage tanks to expand our water infrastructure. Tooele City is talking to other municipalities across the county in terms of how they can access those funds too."

"One thing that's being worked on regionally and in the area, among multiple jurisdictions, is we're collaborating to at least connect our water systems. Right now everybody's operating independently. If there's an emergency or critical need, we could help each other if the systems are connected. We could transfer water to each other. This would also enable us to create some kind of water conservation district to then purchase water from out of the valley and bring it in, then it could go through Tooele's system to Grantsville, or vice versa. Just using the

existing pipes that are now connected, we could then purchase water from elsewhere and bring it. Whereas, as a disconnected group, you can't do that as much."

"Everybody thinks there's not enough water. I'm of the mindset, there's a lot of water. It's just privately owned. And we have to decide if we're going to use that water for agriculture, for homes, for a creek, or whether we're going to let business continue to hold on to it. I think a buyback project would be helpful - let's bond and buyback some water and run a creek through town."

"Controlling how much of people's yards they can water and how much they have to xeriscape - that would go a long way. You can do that through zoning. So there are ways to solve those problems. You just have to have the political will to do it."

"The County needs a water conservation district. We need some sort of checks and balances in place to help us find new ways to get water. There's ways to do it. We can have it trucked in. We could get some from Canada. There's a lot of opportunity out there to get more water. So I think we just need an individual resource to help us by being solely focused on conserving water and getting us more water."

"There's no water district servicing this area. And there is no surface water in Tooele County. And it feels kind of like the Wild West out here when we have economic development projects that have water needs. So to me, getting coordinated around the water situation in Tooele County seems pretty important."

"There's actually a decent amount of water in the county, it's just tied up. There's kind of two major stakeholders. There's Kennecott that owns a lot of the water. And the Church of Jesus Christ of Latter Day Saints, the LDS church, owns a lot of the water as well. So I think as long as the county can maintain good relationships with those two, they can get water here. Right now, there's only so much water to go around. One of the developments that was going to go in, in the north part of the county and Lake Point - that area is owned by Kennecott. It got voted down two years ago, but Kennecott was going to pump in water from different places. I think working with Kennecott would probably be one of the key things that the county leaders can do."

Tooele County Economic Development Plan Demographics – Key Findings

Summary

Tooele County was fourth in terms of growth over the last five years; however, according to long-term demographic and economic projections, growth is expected to continue at an increased rate, putting Tooele County amongst the areas with the highest projected population growth in the state. As stated in the County’s General Plan, on a percentage basis, Tooele County’s growth will be double that of Salt Lake County through 2031.

Despite Tooele County’s significant growth over the last decade, the region has retained its rural character even in its most densely populated cities, such as Tooele City and Grantsville. Stakeholders cited this rural character as one of the County’s most valued strengths and why many residents choose to live there.

Tooele County is relatively underrepresented in non-white race categories; however, the racial composition of the County is in alignment with the other counties in the Wasatch Front Economic Development District and the State of Utah overall. Tooele County grew in diversity from 2010-2020, with its largest minority group population, Hispanic or Latino, growing from 11.5% in 2010 to 13.1% in 2020.

Tooele County’s median age is slightly higher than the statewide median age and significantly younger than the nationwide median age of 38.1 years. The County’s General Plan characterizes Tooele County as “somewhat of a family-oriented community with a high average household size of 3.29 persons per household.” The share of the population that is 0 to 4 years old decreased from 10.2% in 2010 to 7.3% in 2021. The percentage of the population that is 65 and older increased from 7.5% in 2010 to 9.2% in 2021.

Residential mobility in Tooele County is slightly lower than the statewide average and more in alignment with the national average. While in-migration accounted for most of the County’s growth over the last decade, relatively few of those new residents came from outside the State of Utah.

Tooele County’s family-oriented character is reflected in its slightly larger-than-average household size and the high percentage of married residents and married-couple family households.

In July 2022, Tooele County home prices were up 11.2% compared to last year, selling for a median price of \$451K. On average, homes in Tooele County sell after 23 days on the market compared to 10 days last year. There were 86 homes sold in July this year, down from 128 last year.

Tooele County’s labor force participation rate is similar to that of the State of Utah as a whole and slightly higher than the national average. In addition, women account for 59% of the Tooele County workforce, which is slightly higher than the national average.

The majority of employed Tooele County residents work for private companies. Despite a relatively small number of residents reporting themselves as self-employed, the Wasatch Front EDD CEDS lists one of its main objectives as encouragement of entrepreneurship and innovation and no doubt wishes to increase the percentage of self-employed entrepreneurs in the County.

Tooele County ranks fourth amongst the WFEDD counties in median household income; however, it has seen a significant overall increase in median income in the last decade. The County's median household income ranks higher than the state and the national average.

Diversity, equity, and inclusion - Utah has the lowest level of Income Inequality in the United States. Tooele County is the least unequal among Utah counties.

While Tooele County is ahead of the national average for residents age 25 and older holding a high school diploma or equivalent, it is behind the state and national averages for seniors age 25 and older holding a bachelor's degree or higher. With that said, a relatively large percentage of residents have completed some college, and a common theme amongst Tooele County stakeholders is that the region boasts a highly qualified workforce.

Population

Population of Tooele County	
Population Estimates, July 1 2021, (V2021)	76,640
Population estimates base, April 1, 2020, (V2021)	72,698
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	5.40%
Population, Census, April 1, 2020	72,698
Population, Census, April 1, 2010	58,218

From <https://www.census.gov/quickfacts/fact/table/tooelecountyutah/PST045221>

Tooele County is the seventh largest County in the State of Utah. Between 2010 and 2021, Tooele County added approximately 18,400 residents, growing its population by nearly a third due mostly to in-migration. Of the five counties included in the Wasatch Front Economic Development District, Tooele County was fourth in terms of growth over the last five years; however, according to long-term demographic and economic projections, growth is expected to continue at an increased rate, putting Tooele County amongst the areas with the highest projected population growth in the state. As stated in the County’s General Plan, on a percentage basis, Tooele County’s growth will be double that of Salt Lake County through 2031.

(Sources: Tooele County General Plan, and sources cited in County’s General Plan:

<https://gardner.utah.edu/wp-content/uploads/Projections-Brief-Final-Updated-Feb2019.pdf?x71849>

<https://gardner.utah.edu/wp-content/uploads/UPC-2021-Estimates-Newsmaker-Slides.pdf?x71849> and

Wasatch Front CEDS

https://wfr.org/Programs/WasatchFrontEconomicDevelopmentDistrict/ComprehensiveEconomicDevelopmentStrategy/2018_2023_CEDSDraft_2019April12.pdf)

Geography	
Population per square mile, 2020	10.5
Population per square mile, 2010	8.4
Land area in square miles, 2020	6,941.95
Land area in square miles, 2010	6,941.35

From <https://www.census.gov/quickfacts/fact/table/tooelecountyutah/PST045221>

Despite Tooele County’s significant growth over the last decade, the region has retained its rural character even in its most densely populated cities, such as Tooele City and Grantsville. Stakeholders cited this rural character as one of the County’s most valued strengths and why many residents choose to live there.

Annual Estimates of the Resident Population for Counties in Utah: April 1, 2020 to July 1, 2021			
Geographic Area	April 1, 2020 Estimates Base	Population Estimate (as of July 1)	
		2020	2021
Utah	3,271,616	3,281,684	3,337,975
Beaver County, Utah	7,072	7,076	7,249
Box Elder County, Utah	57,666	57,908	59,688
Cache County, Utah	133,154	133,527	137,417
Carbon County, Utah	20,412	20,465	20,372
Daggett County, Utah	935	952	976
Davis County, Utah	362,679	363,492	367,285
Duchesne County, Utah	19,596	19,581	19,790
Emery County, Utah	9,825	9,837	9,967
Garfield County, Utah	5,083	5,090	5,129
Grand County, Utah	9,669	9,681	9,663
Iron County, Utah	57,289	57,640	60,519
Juab County, Utah	11,786	11,824	12,155
Kane County, Utah	7,667	7,673	7,992
Millard County, Utah	12,975	13,015	13,164
Morgan County, Utah	12,295	12,392	12,657
Piute County, Utah	1,438	1,437	1,487
Rich County, Utah	2,510	2,504	2,597
Salt Lake County, Utah	1,185,238	1,186,236	1,186,421
San Juan County, Utah	14,518	14,525	14,489
Sanpete County, Utah	28,437	28,508	29,106
Sevier County, Utah	21,522	21,546	21,906
Summit County, Utah	42,357	42,452	43,093
Tooele County, Utah	72,698	73,281	76,640
Uintah County, Utah	35,620	35,618	36,204
Utah County, Utah	659,399	663,143	684,986
Wasatch County, Utah	34,788	35,032	36,173
Washington County, Utah	180,279	181,924	191,226
Wayne County, Utah	2,486	2,497	2,558
Weber County, Utah	262,223	262,828	267,066

Note: The estimates are developed from a base that incorporates the 2020 Census, Vintage 2020 estimates, and 2020 Demographic Analysis estimates. For population estimates methodology statements, see <http://www.census.gov/programs-surveys/popest/technical-documentation/methodology.html>. The estimates feature geographic boundaries from the Vintage 2020 estimates series; the geographic boundaries for these 2021 population estimates are as of January 1, 2020.

Suggested Citation:
 Annual Estimates of the Resident Population for Counties in Utah: April 1, 2020 to July 1, 2021 (CO-EST2021-POP-49)
 Source: U.S. Census Bureau, Population Division |
 Release Date: March 2022

Age/Sex/Race & Ethnicity



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>

Tooele County is relatively underrepresented in non-white race categories; however, the racial composition of the County is in alignment with the other counties in the Wasatch Front Economic Development District and the State of Utah overall. Tooele County grew in diversity from 2010-2020, with its largest minority group population, Hispanic or Latino, growing from 11.5% in 2010 to 13.1% in 2020.

(Source: <http://tooeleonline.com/2020-census-taking-a-look-at-ourselves/#:~:text=Tooele%20County's%20largest%20minority%20group,more%20white%20alone%20in%202010.>)

Age and Sex

31.6 +/- 0.3
Median Age in Tooele County, Utah

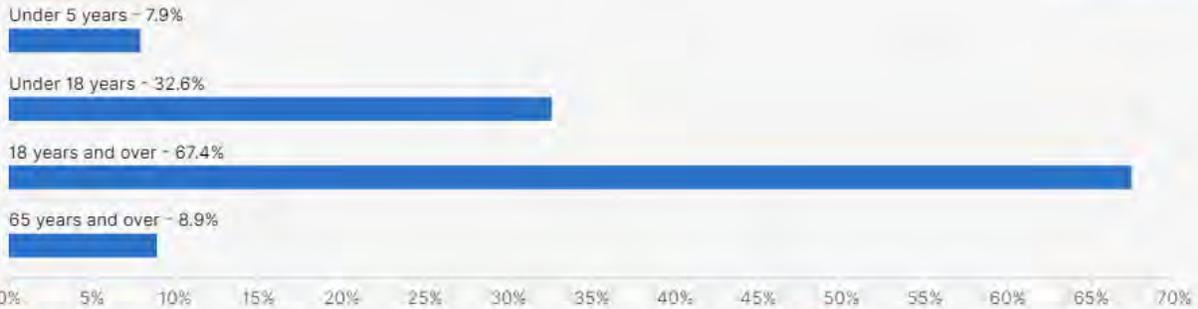
31.1 +/- 0.1
Median Age in Utah

S0101 | 2020 American Community Survey 5-Year Estimates

Population by Age Range

In Tooele County, Utah

View Options



Show Table

DP05 | 2020 ACS 5-Year Estimates Data Profiles

Older Population

8.9% +/- 0.1%
65 Years and Older in Tooele County, Utah

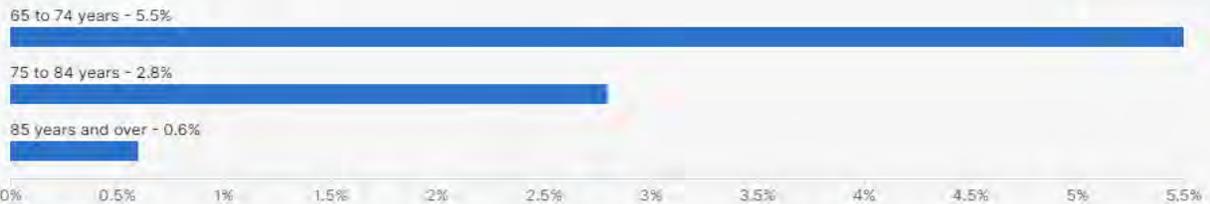
11.1% +/- 0.1%
65 Years and Older in Utah

DP05 | 2020 American Community Survey 5-Year Estimates

Older Population by Age

In Tooele County, Utah

View Options



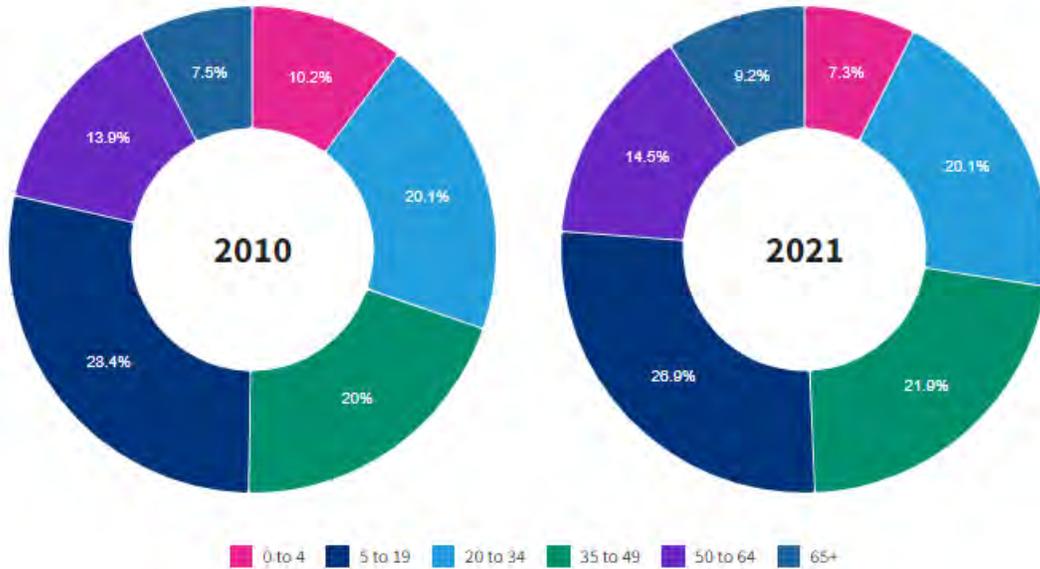
Show Table

DP05 | 2020 ACS 5-Year Estimates Data Profiles

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

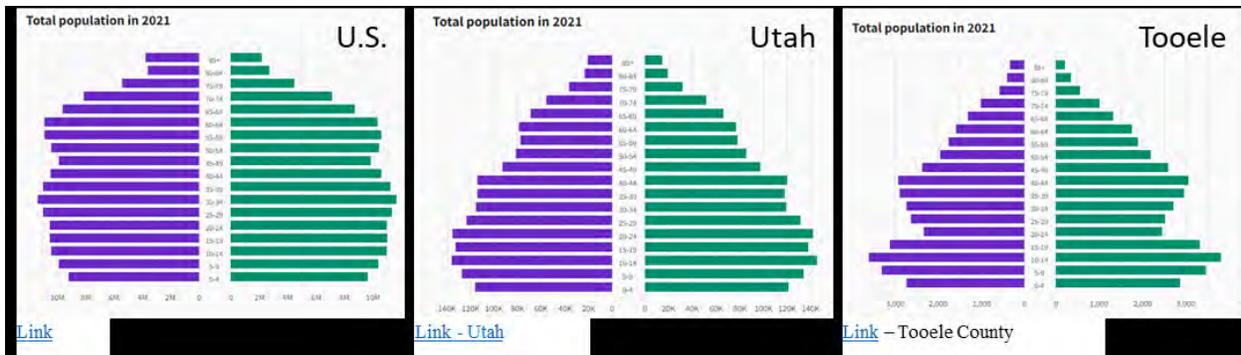
Tooele County’s median age is just slightly higher than the statewide median age, and significantly younger than the nationwide median age of 38.1 years. The County’s General Plan characterizes Tooele County as “somewhat of a family-oriented community with a high average household size of 3.29 persons per household.” Tooele County’s senior population, aged 65 and over, is lower than the statewide average and reflects the General Plan’s assessment.

Age makeup of Tooele County



The share of the population that is 0 to 4 years old decreased from 10.2% in 2010 to 7.3% in 2021.

The share of the population that is 65 and older increased from 7.5% in 2010 to 9.2% in 2021.



A comparison of population pyramids for U.S. and Utah would show that Tooele County is missing population in ages 20-29. The percentage of Tooele County’s population in their twenties is unchanged 2010-2021.

Source: <https://usafacts.org/data/topics/people-society/population-and-demographics/our-changing-population/state/utah/county/tooele-county?endDate=2021-01-01&startDate=2010-01-01>

Race and Ethnicity

American Indian and Alaska Native

726

American Indian and Alaska Native alone in Tooele County, Utah

41,644

American Indian and Alaska Native alone in Utah

P1 | 2020 Decennial Census

Asian

526

Asian alone in Tooele County, Utah

80,438

Asian alone in Utah

P1 | 2020 Decennial Census

Black or African American

465

Black or African American alone in Tooele County, Utah

40,058

Black or African American alone in Utah

P1 | 2020 Decennial Census

Hispanic or Latino

9,522

Hispanic or Latino (of any race) in Tooele County, Utah

492,912

Hispanic or Latino (of any race) in Utah

P2 | 2020 Decennial Census

Native Hawaiian and Pacific Islander

651

Native Hawaiian and Other Pacific Islander alone in Tooele County, Utah

36,930

Native Hawaiian and Other Pacific Islander alone in Utah

P1 | 2020 Decennial Census

Not Hispanic or Latino

58,199

White alone, not Hispanic or Latino in Tooele County, Utah

2,465,355

White alone, not Hispanic or Latino in Utah

P2 | 2020 Decennial Census

Some Other Race

3,439

Some Other Race alone in Tooele County, Utah

220,120

Some Other Race alone in Utah

Two or More Races

5,880

Two or More Races in Tooele County, Utah

279,013

Two or More Races in Utah

P1 | 2020 Decennial Census

White

61,011

White alone in Tooele County, Utah

2,573,413

White alone in Utah

P1 | 2020 Decennial Census

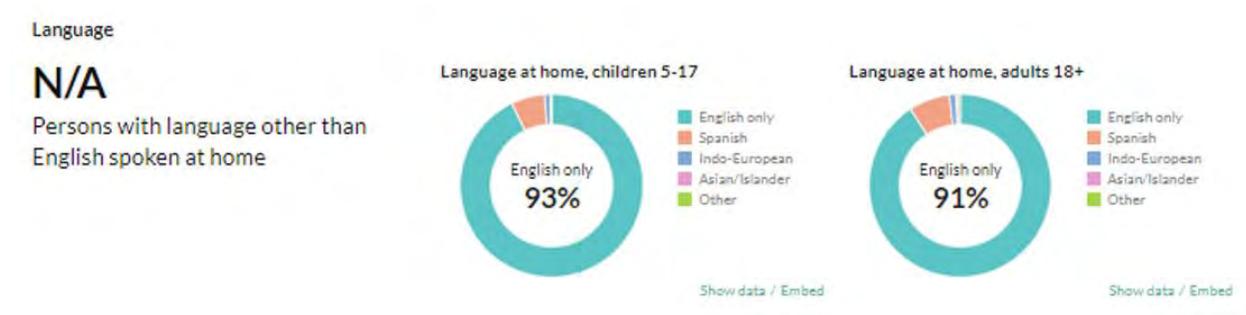
From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Languages



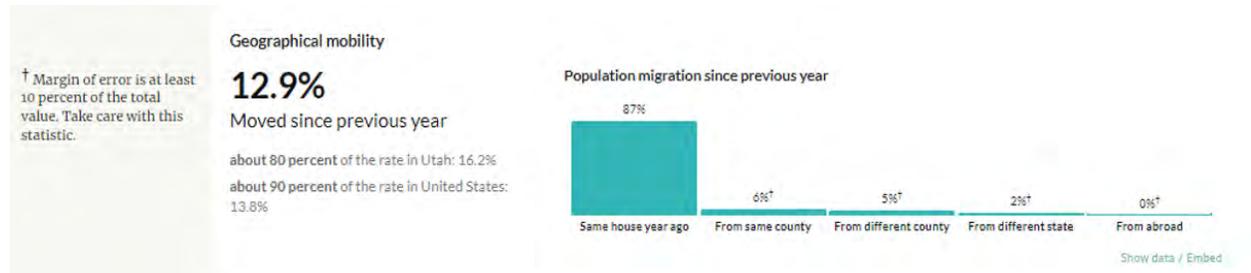
From <https://data.census.gov/cedsci/profile?q=0500000US49045>

The high percentage of households in which only English is spoken is in alignment with Tooele County’s racial composition; however, these data do not reflect efforts by the Tooele County School District to provide robust immersion programs in six languages. In 2021, the district received the American Council on the Teaching of Foreign Languages’ Melba D. Woodruff Award for Exemplary Elementary World Language Programs. (Source: <https://www.tooeleschools.org/apps/news/article/1532415>)



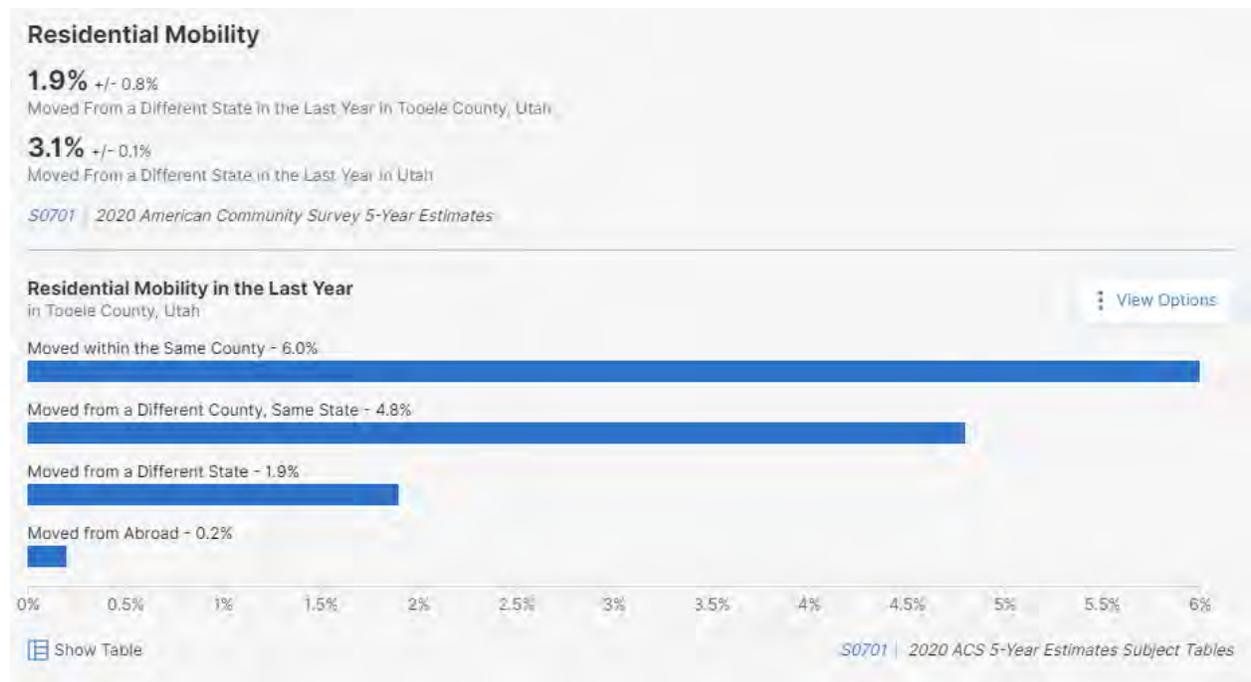
U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <<http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>>

Residential Mobility



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <<http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>>

From <https://data.census.gov/cedsci/profile?q=0500000US49045>:



Residential mobility in Tooele County is slightly lower than the statewide average, and more in alignment with the national average. While in-migration accounted for most of the County’s growth over the last decade, relatively few of those new residents came from outside the State of Utah.

Households

Families

Households

21,147

Number of households

Utah: 1,003,345

United States: 122,354,219

3.3

Persons per household

a little higher than the figure in Utah: 3.1

about 25 percent higher than the figure in United States: 2.6

Population by household type

73%

- Married couples
- Male householder
- Female householder
- Non-family

Show data / Embed

† Margin of error is at least 10 percent of the total value. Take care with this statistic.

Marital status

59%

- Married
- Single

* Universe: Population 15 years and over

Show data / Embed

Marital status, by sex

Show data / Embed

Fertility

5.6%

Women 15-50 who gave birth during past year

about 90 percent of the rate in Utah: 6.4%

about 10 percent higher than the rate in United States: 5.2%

Women who gave birth during past year, by age group

* Universe: Women 15 to 50 years

Show data / Embed

U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>

Families and Household Characteristics

3.61 +/- 0.18
Average Family Size in Tooele County, Utah

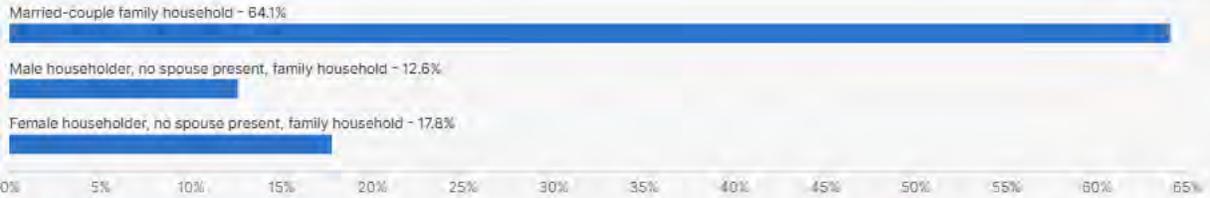
3.58 +/- 0.01
Average Family Size in Utah

S1101 | 2020 American Community Survey 5-Year Estimates

Total Households by Type of Households

in Tooele County, Utah

View Options



Show Table

DP02 | 2020 ACS 5-Year Estimates Data Profiles

Marital Status and Marital History

27.7% +/- 1.8%
Never Married in Tooele County, Utah

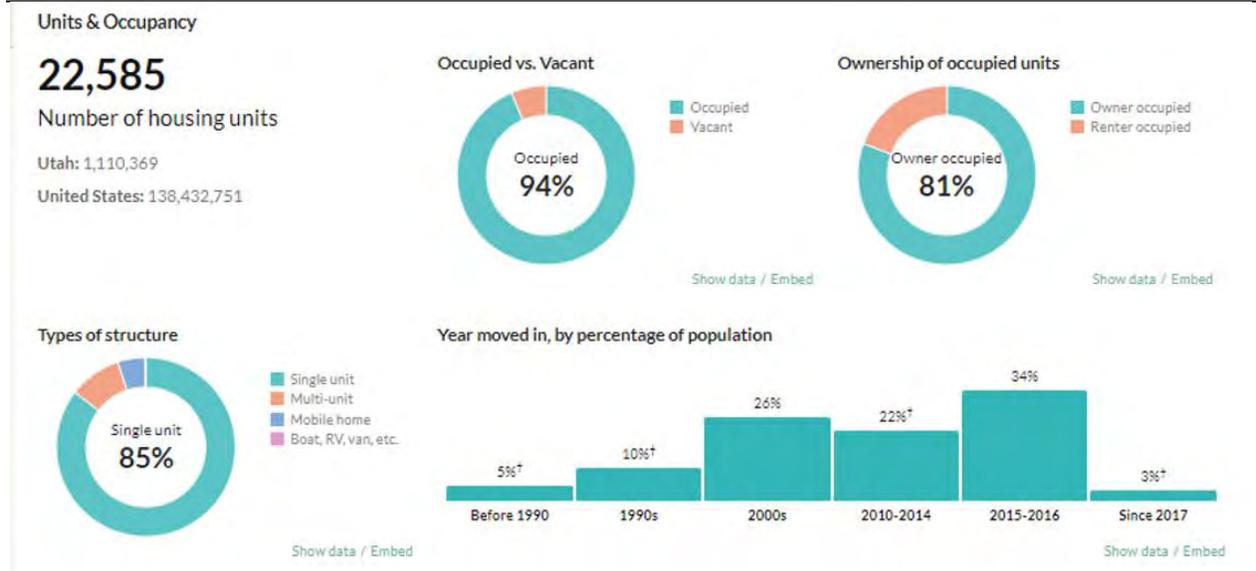
30.3% +/- 0.3%
Never Married in Utah

S1201 | 2020 American Community Survey 5-Year Estimates

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Tooele County’s family-oriented character is reflected in its slightly higher than average household size and the high percentage of married residents and married-couple family households. Projections in the Wasatch Front Economic Development District’s Comprehensive Economic Development Strategy (CEDS) indicate Tooele County’s household size will shrink over the next few decades; however, the County’s current fertility rate is ten percent above the national average.

Housing



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>

Most housing units in Tooele County are owner-occupied, single-family homes with significant lot sizes, reflecting the rural character cited by stakeholders as a notable strength. On average, homeowners in Tooele County have lived in their homes for more than five years. The period between 2000 and 2009 saw the highest number of new housing units built in Tooele County. The rate at which new housing has been built has slowed significantly post-Recession; however, on a percentage basis Tooele County has exceeded the state as a whole for new housing units built since 1990. (Source: Tooele County General Plan)

Housing Units

23,002

Total Housing Units in Tooele County, Utah

1,151,414

Total Housing Units in Utah

HT | 2020 Decennial Census

Housing Occupancy

In Tooele County, Utah

View Options

Occupied housing units - 22,087

Vacant housing units - 915



Show Table

HT | 2020 DEC Redistricting Data (PL 94-171)

Occupancy Characteristics

22,087

Occupied Housing Units in Tooele County, Utah

1,057,252

Occupied Housing Units in Utah

HT | 2020 Decennial Census

Occupied Housing Units by Types of Households

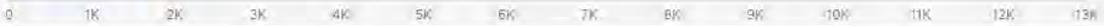
In Tooele County, Utah

View Options

Married-couple family - 12,079

Male householder, no spouse present - 936

Female householder, no spouse present - 1,531



Homeownership Rate

80.7% +/- 1.8%

Homeownership Rate in Tooele County, Utah

70.5% +/- 0.3%

Homeownership Rate in Utah

DP04 | 2020 American Community Survey 5-Year Estimates

Housing Value

in Tooele County, Utah

[View Options](#)

Less than \$50,000 - 3.7%

\$50,000 to \$99,999 - 3.9%

\$100,000 to \$149,999 - 8.8%

\$150,000 to \$199,999 - 14.6%

\$200,000 to \$299,999 - 38.7%

\$300,000 to \$499,999 - 25.3%

\$500,000 to \$999,999 - 4.6%

\$1,000,000 or more - 0.5%

0% 5% 10% 15% 20% 25% 30% 35% 40%

[Show Table](#)

DP04 | 2020 ACS 5-Year Estimates Data Profiles

Owner/Renter (Householder) Characteristics

3.9% +/- 1.3%

Moved 2019 or Later Into Occupied Housing Unit in Tooele County, Utah

5.8% +/- 0.2%

Moved 2019 or Later Into Occupied Housing Unit in Utah

S2502 | 2020 American Community Survey 5-Year Estimates

Moved 2019 or Later Into Occupied Housing Unit by Type of Units

in Tooele County, Utah

[View Options](#)

Owner-occupied housing units - 3.0%

Renter-occupied housing units - 7.3%

0% 1% 2% 3% 4% 5% 6% 7% 8%

[Show Table](#)

S2502 | 2020 ACS 5-Year Estimates Subject Tables

Physical Characteristics

44.5% +/- 2.5%

Occupied Housing Units With Four or More Bedrooms in Tooele County, Utah

44.6% +/- 0.3%

Occupied Housing Units with Four or More Bedrooms in Utah

S2504 | 2020 American Community Survey 5-Year Estimates

Bedrooms in Occupied Housing Units

In Tooele County, Utah

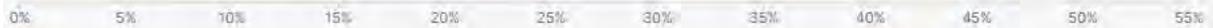
View Options

No Bedroom - 0.3%

1 Bedroom - 2.9%

2 or 3 Bedrooms - 52.3%

4 or More Bedrooms - 44.5%



Show Table

S2504 | 2020 ACS 5-Year Estimates Subject Tables

Vacancy

915

Vacant Housing Units in Tooele County, Utah

94,162

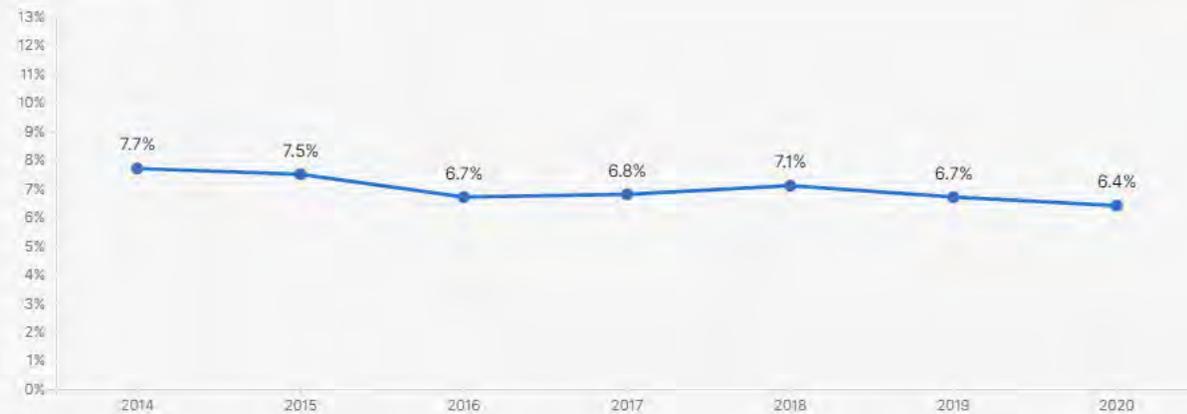
Vacant Housing Units in Utah

H1 | 2020 Decennial Census

Vacancy Rate

In Tooele County, Utah

View Options

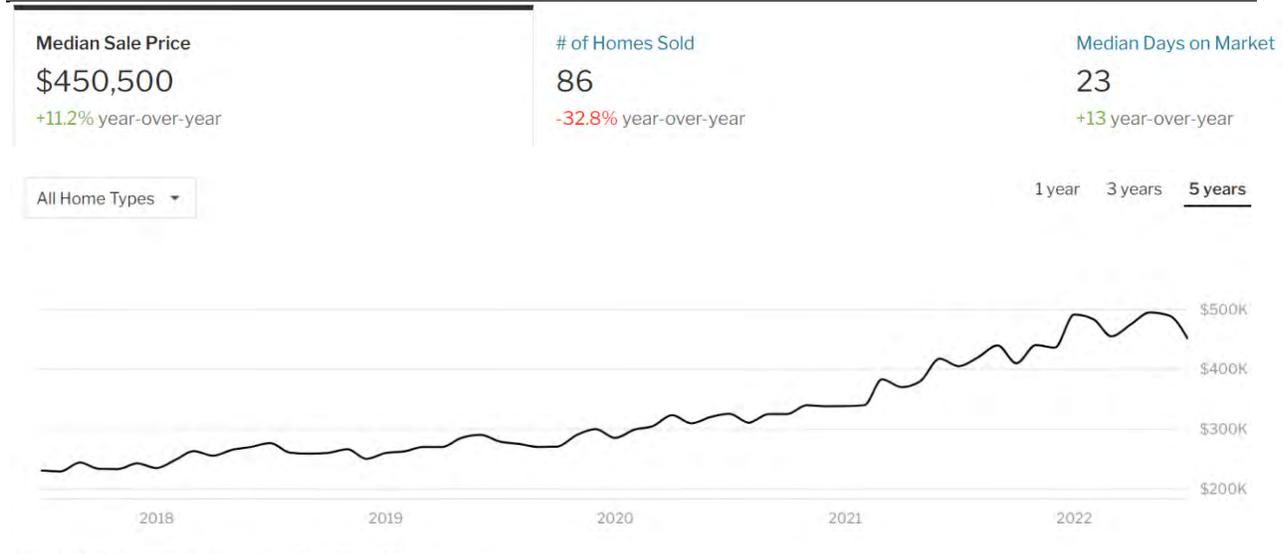


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DP04 | 2020 ACS 5-Year Estimates Data Profiles

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

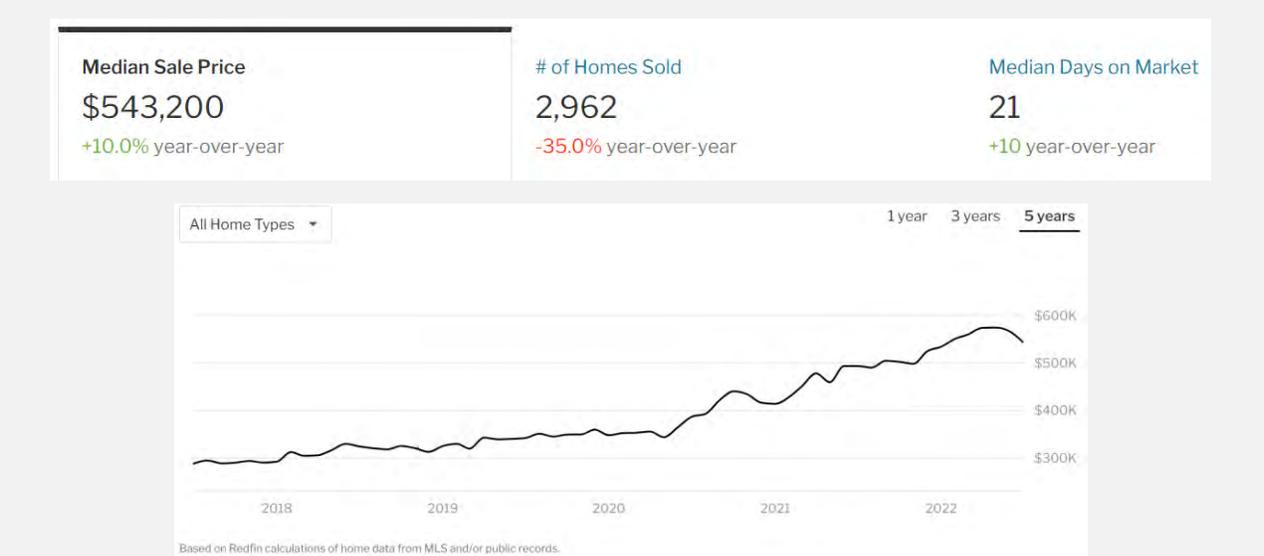
Home Values



In July 2022, Tooele County home prices were up 11.2% compared to last year, selling for a median price of \$451K. On average, homes in Tooele County sell after 23 days on the market compared to 10 days last year. There were 86 homes sold in July this year, down from 128 last year.

[From https://www.redfin.com/county/2916/UT/Tooele-County/housing-market](https://www.redfin.com/county/2916/UT/Tooele-County/housing-market)

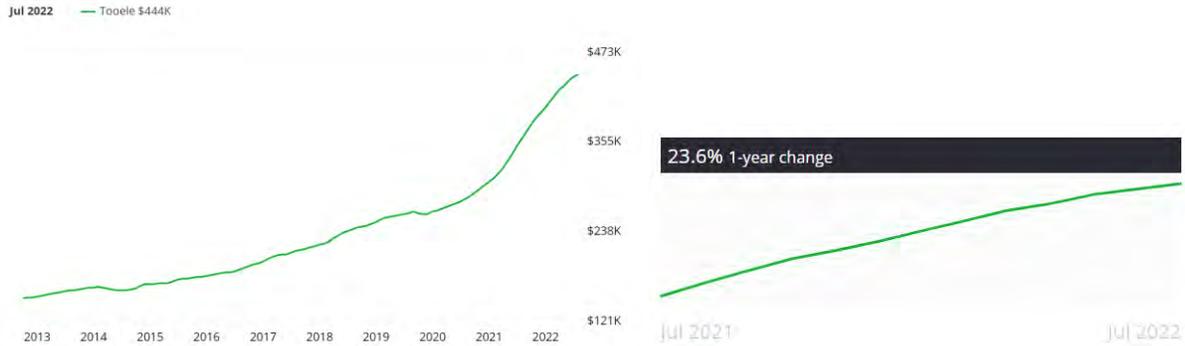
Compared to Utah overall:



In July 2022, home prices in Utah were up 10.0% compared to last year, selling for a median price of \$543,200. On average, the number of homes sold was down 35.0% year over year and there were 2,962 homes sold in July this year, down 4,556 homes sold in July last year. The median days on the market was 21 days, up 10 year over year.

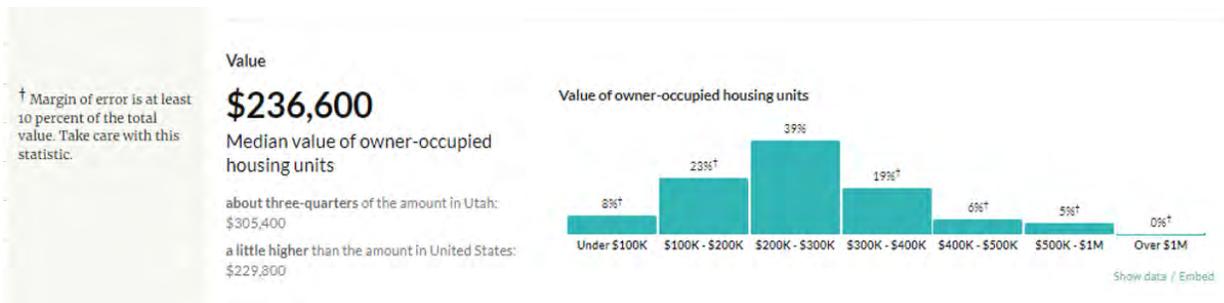
[From https://www.redfin.com/state/Utah/housing-market](https://www.redfin.com/state/Utah/housing-market)

Tooele County Info from other sources:



The typical home value of homes in Tooele is \$444,011. This value is seasonally adjusted and only includes the middle price tier of homes. Tooele home values have gone up 23.6% over the past year.

From <https://www.zillow.com/tooele-ut/home-values/>



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <<http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>>

Housing

Financial Characteristics

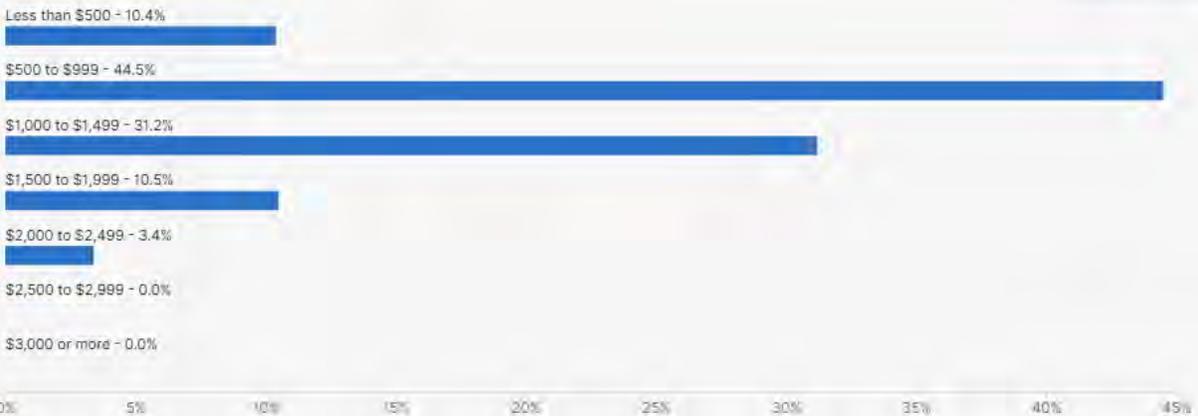
\$951 +/- \$50
Median Gross Rent in Tooele County, Utah

\$1,090 +/- \$7
Median Gross Rent in Utah

DP04 | 2020 American Community Survey 5-Year Estimates

Occupied Units Paying Rent in Tooele County, Utah

View Options



Show Table

DP04 | 2020 ACS 5-Year Estimates Data Profiles

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

The Wasatch Front Economic Development District CEDS states that the region is currently facing a “housing crisis.” The demand for new housing units is very strong in Tooele County, and the area is expected to face ever-increasing housing constraints as the population grows. However, home prices are still substantially more affordable than in other comparable areas. Tooele County has a ratio of 3.61 in the Comparative Housing Affordability Index cited in the Tooele County General Plan, meaning the average home price is 3.61 times the average wage. By comparison, Salt Lake County’s ratio is 4.85. (Source: Tooele County General Plan and Wasatch Front Economic Development District CEDS)

Working Population/Workforce

Employed persons in Tooele County



From <https://fred.stlouisfed.org/series/LAUCN490450000000005>

Full dataset: https://docs.google.com/spreadsheets/d/1XweqDQsUIWeDTNM_rwnq--mYM1PxqsDC/edit?usp=sharing&ouid=101112255146011033652&rtpof=true&sd=true

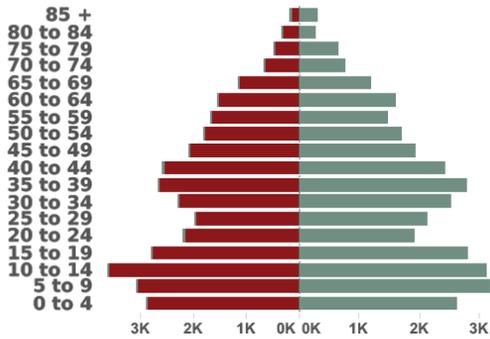
Economy	
In civilian labor force, total, percent of population age 16 years+, 2016-2020	69.60%
In civilian labor force, female, percent of population age 16 years+, 2016-2020	62.50%

From <https://www.census.gov/quickfacts/tooelecountyutah>

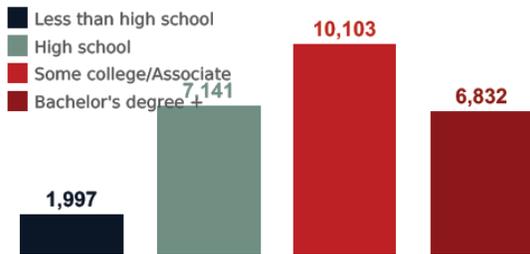
Tooele County Economic Development Plan – Key Findings

Division of Workforce Services Graphics

2015-2019 Population Age Tree



Tooele County Labor Force Education



Working Age Labor Force Participation Rate (19-64 years old)



Tooele County’s labor force participation rate is similar to that of the State of Utah as a whole, and slightly higher than the national average.

Select Area
Tooele County

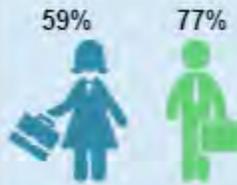


Updated January 2021
Next Update: TBA

2015 - 2019 Women in the Workforce

Tooele County

Labor Force Participation Rate*



Mothers with children under 6 years only



53%

Mothers with children under 6 years and children 6 to 17 years



50%

Mothers with children 6 to 17 years only

82%

Year-round, Full-time Annual Median Earnings

\$40,780



\$55,738



Female Annual Median Earnings as a Percent of Male Earnings Year-Round, Full-Time Workers



Female

Total 20,882

In labor force 12,355

Employed 11,428

Male

Total 21,041

In labor force 16,118

Employed 14,909



Women comprise 43% of the labor force

Civilian Population 16 Years and Older

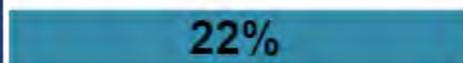
Average Weekly Hours Worked



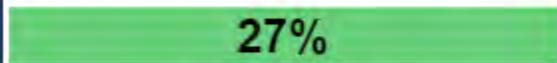
Median Worker Age



Share of population with a Bachelor's degree or higher



25 Years and Older



Female Share of Occupation



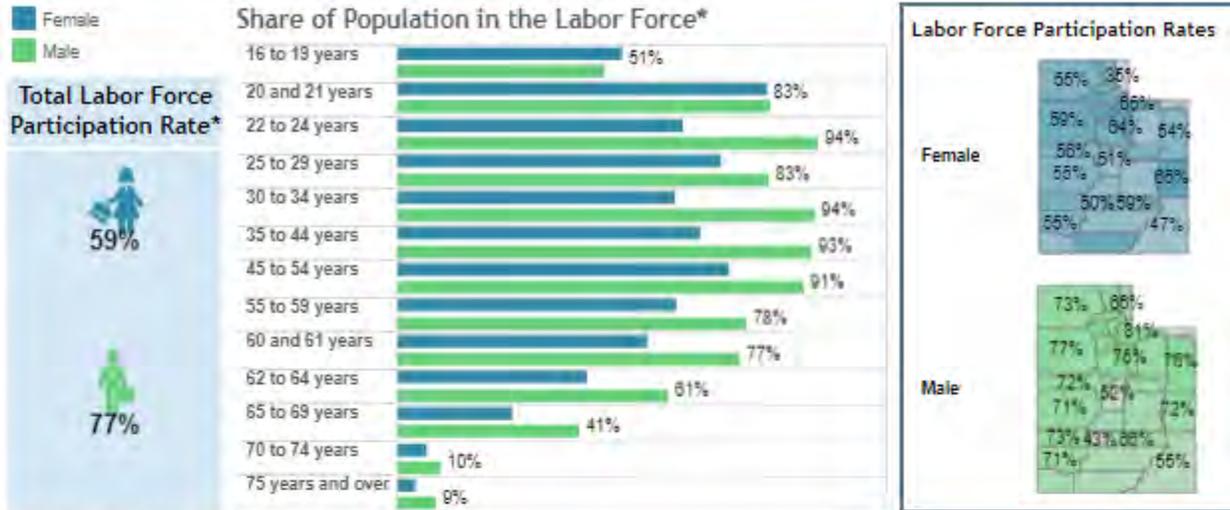
* Percent of the population 16 years and older in the labor force.
Source: U.S. Census Bureau; American Community Survey, five-year average

Tooele County Economic Development Plan – Key Findings

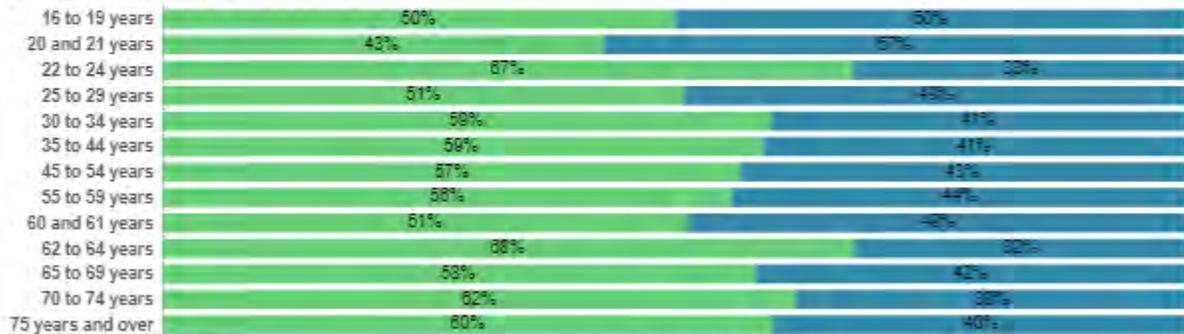
Women account for 59% of the Tooele County workforce, which is slightly higher than the national average.

2015 - 2019 Labor Force Status by Age and Gender

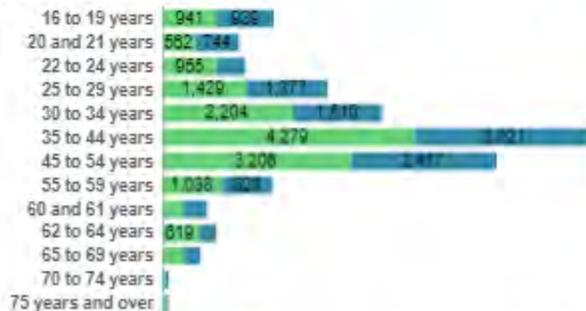
Tooele County



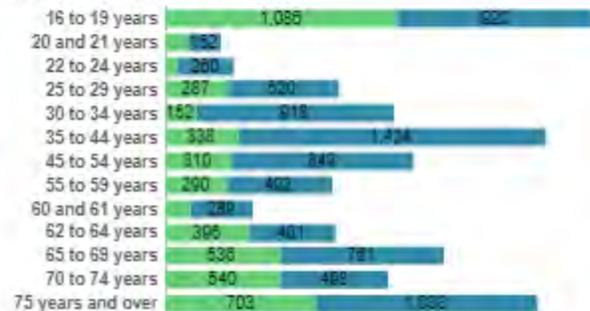
Gender Share of Labor Force



Labor Force by Gender



Not in Labor Force

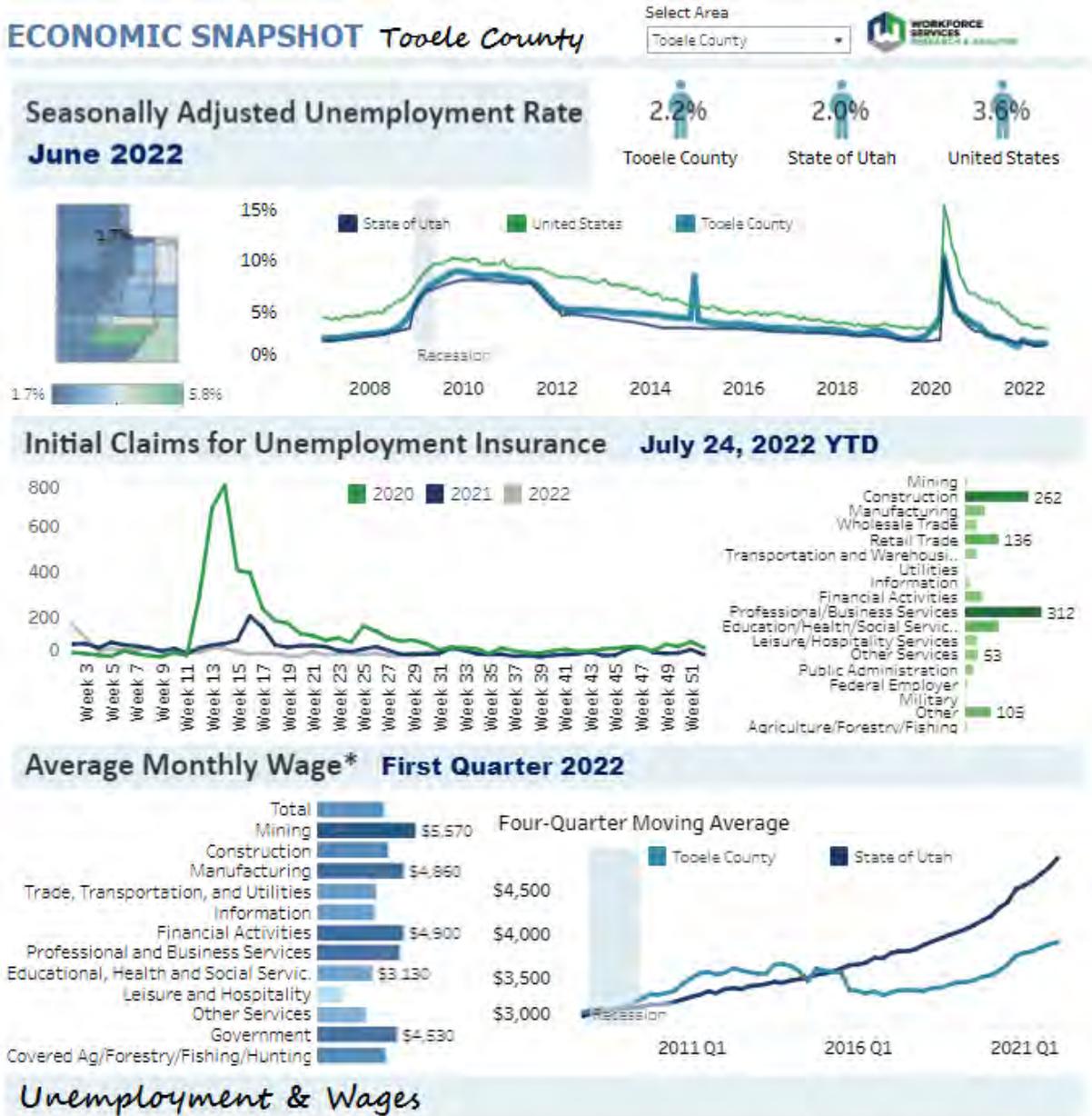


* Population 16 years and older

Source: U.S. Census Bureau; American Community Survey five-year average.

Note: Margins of errors are not shown, but may be significant for small counties. Data should be used with caution. Detailed data along with the margins of error can be found at <http://data.census.gov>

Unemployment Rate



Unemployment & Wages

Tooele's unemployment rate for June 2022 stands at 2.2%, slightly higher than the state's rate of 2.0%, but still well below the national rate of 3.6%.

Claims for unemployment insurance have been low in the first part of 2022. Tooele has seen the largest number of claims in the professional and business services sector. There have also been several in the construction sector, which is common during the winter months.

Tooele County's moving average monthly wage has increased for the past four years and now stands at \$3,889. The county is still well below the state's moving average monthly wage of \$4,850, a difference of \$961. The highest wages can be found in the mining, financial and manufacturing sectors. Although the mining and financial services sectors do not employ a large portion of the local population,

*Preliminary. Source: U.S. Bureau of Labor Statistics and Utah Dept of Workforce Services

Tooele County’s unemployment rate has remained low over the past decade, save for a brief spike in 2014-2015, and of course the relatively brief drop in employment due to COVID-19 in 2020. From <http://tooeleonline.com/unemployment-rate-continues-to-drop-across-county/>: “While surrounding Wasatch Front counties experienced job growth after the recession, Tooele County saw the loss of local jobs because of Tooele Chemical Depot’s closure, layoffs at hazardous waste facilities, and Tooele County government’s workforce reduction, according to Jim Robson, DWS regional economist. Despite Tooele County’s job contraction, unemployment in the County continued to drop because local workers have access to the Salt Lake County job market, Robson said.”

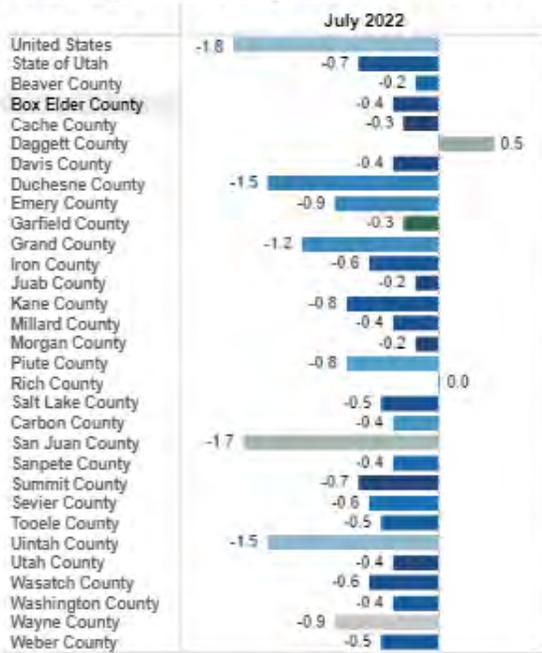
Seasonally Adjusted Unemployment Rates



Date: July 2022

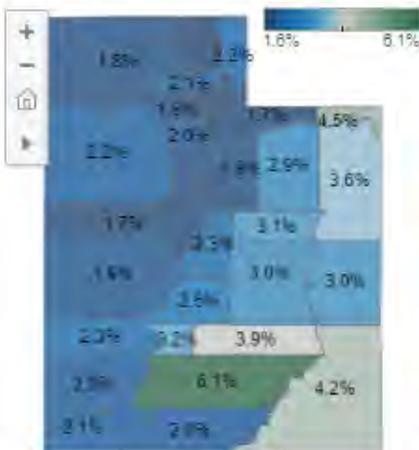
Click on area to change historical chart

Percentage Point Change from Previous Year

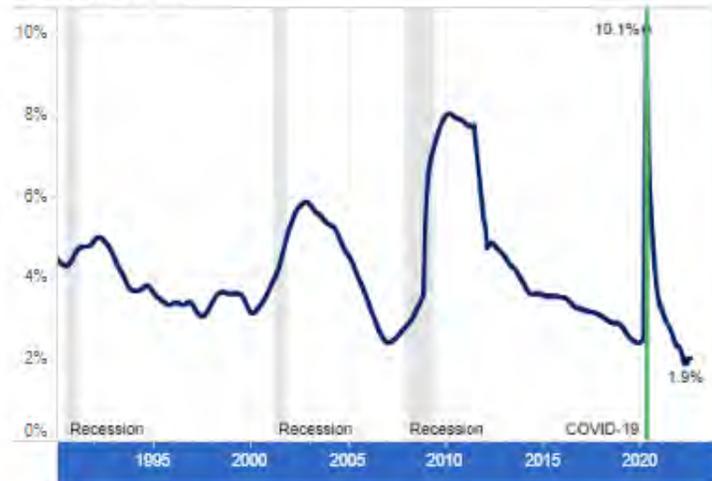


	July 2021	June 2022	July 2022
United States	5.4%	3.6%	3.6%
State of Utah	2.7%	2.0%	2.0%
Beaver County	2.5%	2.3%	2.3%
Box Elder County	2.2%	1.8%	1.8%
Cache County	1.9%	1.6%	1.6%
Carbon County	3.5%	3.1%	3.1%
Daggett County	4.0%	4.2%	4.5%
Davis County	2.2%	1.8%	1.8%
Duchesne County	4.4%	3.0%	2.9%
Emery County	3.9%	2.9%	3.0%
Garfield County	6.4%	5.8%	6.1%
Grand County	4.2%	2.9%	3.0%
Iron County	2.6%	2.1%	2.0%
Juab County	1.9%	1.7%	1.7%
Kane County	2.8%	2.0%	2.0%
Millard County	2.3%	1.9%	1.9%
Morgan County	1.9%	1.6%	1.7%
Piute County	4.0%	3.2%	3.2%
Rich County	2.2%	2.2%	2.2%
Salt Lake County	2.5%	2.0%	2.0%
San Juan County	5.9%	4.3%	4.2%
Sanpete County	2.7%	2.3%	2.3%
Sevier County	3.1%	2.5%	2.5%
Summit County	2.4%	1.7%	1.7%
Tooele County	2.7%	2.1%	2.2%
Uintah County	5.1%	3.6%	3.6%
Utah County	2.2%	1.8%	1.8%
Wasatch County	2.5%	1.9%	1.9%
Washington County	2.5%	2.1%	2.1%
Wayne County	4.8%	3.9%	3.9%
Weber County	2.6%	2.1%	2.1%

July 2022

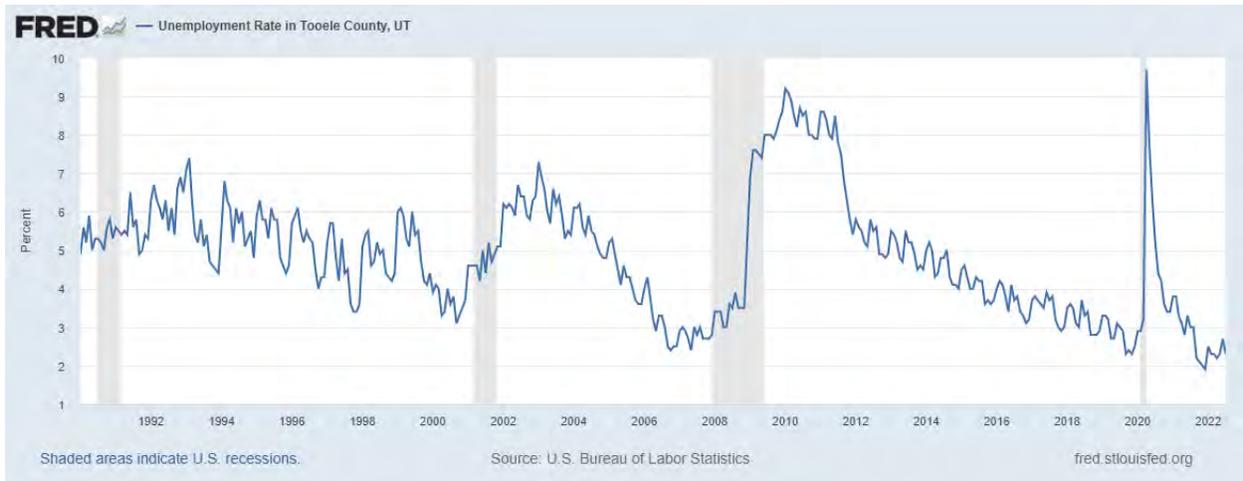


State of Utah



Source: U.S. Bureau of Labor Statistics and Utah Dept of Workforce Services (for seasonal adjustment).

Tooele County Economic Development Plan – Key Findings



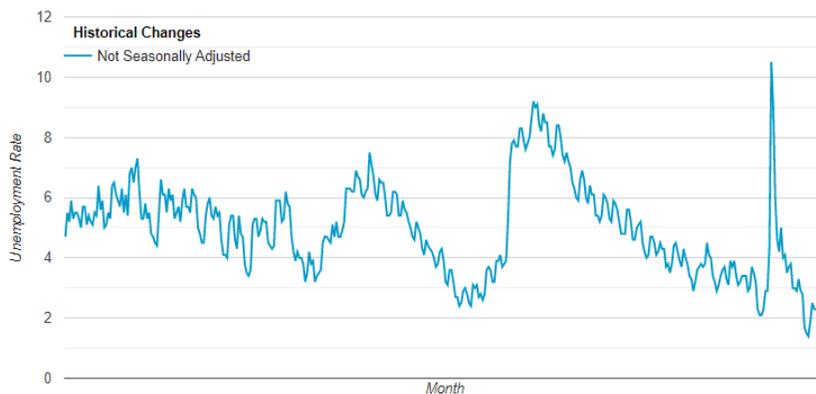
From <https://fred.stlouisfed.org/series/UTTOOE5URN#>

Full dataset: <https://docs.google.com/spreadsheets/d/1GibAVBUSfpGID3xa-dqb625tz9uMmzn/edit?usp=sharing&oid=101112255146011033652&rtpof=true&sd=true>

At-a-glance: Tooele County, UT (July 2022)

Not Seasonally Adjusted

Rate (%)	2.3
Unemployment	877
Employment	37,078
Labor Force	37,955
Record High	10.5% on April 2020
Record Low	1.4% on November 2021



[View More Statistics from American Community Survey](#)

From <https://data.rqj.com/american-community-survey/tooele-county-ut/labor-statistics/unemployed-civilians/num/05000US49045/>

Tooele County Economic Development Plan – Key Findings



	Population*	In Labor Force					Not In Labor Force
		Civilian			Armed Force		
			Employed	Unemployed			
United States	259,662,880	164,629,492 63.4%	163,555,585 63.0%	154,842,185 59.6%	8,713,400 3.4%	1,073,907 0.4%	95,033,388 36.6%
	4.4% ↑	3.6% ↑	3.6% ↑	8.0% ↑	-39.9% ↓	4.7% ↑	5.8% ↑
Utah	2,273,074	1,557,215 68.5%	1,552,893 68.3%	1,497,354 65.9%	55,539 2.4%	4,322 0.2%	715,859 31.5%
	10.5% ↑	11.2% ↑	11.3% ↑	15.2% ↑	-42.0% ↓	-1.7% ↓	8.9% ↑
Tooele County, Utah	47,760	32,756 68.6%	32,644 68.4%	31,073 65.1%	1,571 3.3%	112 0.2%	15,004 31.4%
	16.6% ↑	16.4% ↑	17.7% ↑	21.2% ↑	-25.1% ↓	-73.0% ↓	17.2% ↑

Source: U.S. Census Bureau American Community Survey; <https://data.rgj.com/american-community-survey/tooele-county-ut/labor-statistics/unemployed-civilians/num/05000US49045/>

Employment

Nonfarm Jobs Two-Year Comparison First Quarter 2022*

	January 2022			February 2022			March 2022		
	Total Jobs	Numeric Change	Percent Change	Total Jobs	Numeric Change	Percent Change	Total Jobs	Numeric Change	Percent Change
TOTAL	19,125	2,620	15.9%	19,199	2,594	15.6%	19,087	2,240	13.3%
GOODS PRODUCTION	3,757	1,056	39.1%	3,768	1,045	38.4%	3,598	890	32.9%
Mining	119	-21	-15.0%	120	-18	-13.0%	111	-23	-17.2%
Construction	1,221	209	20.7%	1,225	178	17.0%	1,275	224	21.3%
Manufacturing	2,417	868	56.0%	2,423	865	57.5%	2,212	689	45.2%
SERVICE PRODUCTION	15,368	1,564	11.3%	15,431	1,549	11.2%	15,489	1,350	9.5%
Trade/Transport/Util	4,495	982	21.9%	4,504	984	27.8%	4,546	918	25.3%
Wholesale Trade	182	19	10.4%	183	21	13.0%	191	25	15.1%
Retail Trade	2,178	259	11.9%	2,181	321	16.8%	2,267	312	16.0%
Transportation/Warehousing	2,108	663	45.9%	2,067	641	44.3%	2,061	580	39.2%
Utilities	27	1	3.8%	27	1	3.8%	27	1	3.8%
Information	143	8	5.9%	149	10	7.2%	138	-219	-61.3%
Financial Activities	306	9	3.0%	309	10	3.3%	307	9	3.0%
Finance and Insurance	288	9	4.5%	288	12	6.1%	289	14	7.2%
Real Estate and Rental/Leasing	98	0	0.0%	101	-2	-1.9%	98	-5	-4.9%
Prof/Business Svcs	1,571	-55	-3.4%	1,591	1	0.1%	1,588	12	0.8%
Professional/Sci/Tech Svcs	529	-36	-2.9%	531	-42	-2.2%	506	-31	-5.8%
Admin Support/Waste Mgt	1,015	-41	-3.9%	1,038	11	1.1%	1,054	35	3.8%
Ed/Health/Social Svcs	2,941	259	12.4%	2,379	263	12.4%	2,367	245	11.5%
Educational Services	488	48	10.9%	495	48	10.7%	502	39	8.4%
Health Care/Social Services	1,853	211	12.9%	1,894	215	12.9%	1,865	206	12.4%
Leisure/Hospitality	1,771	198	12.6%	1,693	86	5.4%	1,738	156	9.9%
Arts/Entertainment/Recreation	175	6	3.5%	187	3	1.6%	199	4	2.1%
Accommodation/Food Services	1,555	192	13.7%	1,506	88	5.8%	1,539	152	11.0%
Other Services	492	34	7.4%	507	49	10.7%	508	52	11.4%
Government	4,249	129	3.1%	4,275	145	3.5%	4,295	176	4.3%
Federal	1,295	0	0.0%	1,237	-3	-0.2%	1,240	-6	-0.5%
Local	2,854	126	4.6%	2,877	145	5.3%	2,895	179	6.6%
State	150	3	1.9%	161	-4	2.5%	160	3	1.9%
Covered Agriculture [†]	81	-12	-12.9%	84	-11	-11.6%	84	-27	-24.3%
Private	14,876	2,481	20.1%	14,924	2,448	19.6%	14,791	2,064	16.2%

*Preliminary. Source: Utah Department of Workforce Services.

Nonfarm Jobs Year-Over Comparison First Quarter 2022*

	January 2022			February 2022			March 2022		
	Total Jobs	Numeric Change	Percent Change	Total Jobs	Numeric Change	Percent Change	Total Jobs	Numeric Change	Percent Change
TOTAL	19,125	431	2.3%	19,199	399	2.1%	19,087	207	1.1%
GOODS PRODUCTION	3,757	-321	-7.9%	3,768	-310	-7.6%	3,598	-534	-12.9%
Mining	119	-21	-15.0%	120	-4	-3.2%	111	-14	-11.2%
Construction	1,221	59	5.1%	1,225	54	4.6%	1,275	-46	3.7%
Manufacturing	2,417	-359	-12.9%	2,423	-360	-12.9%	2,212	-565	-20.4%
SERVICE PRODUCTION	15,368	727	5.0%	15,431	675	4.6%	15,489	695	4.7%
Trade/Transport/Util	4,495	410	10.0%	4,526	403	9.8%	4,546	421	10.2%
Wholesale Trade	182	16	9.6%	182	17	10.3%	191	23	13.7%
Retail Trade	2,178	29	1.3%	2,232	68	3.1%	2,267	88	4.0%
Transportation/Warehousing	2,108	365	20.9%	2,087	318	18.0%	2,051	310	17.7%
Utilities	27	0	0.0%	27	0	0.0%	27	0	0.0%
Information	143	-50	-25.9%	149	-29	-16.3%	138	-23	-14.3%
Financial Activities	306	7	2.3%	309	4	1.3%	307	1	0.3%
Finance and Insurance	208	18	9.5%	209	13	6.7%	209	12	6.1%
Real Estate and Rental/Leasing	98	-11	-10.1%	101	-3	-3.2%	98	-11	-10.1%
Prof/Business Svcs	1,571	-15	-0.9%	1,591	-23	-1.4%	1,588	-7	-0.4%
Professional/Sci/Tech Svcs	529	-38	-6.7%	521	-44	-7.7%	506	-62	-10.9%
Management of Companies	27	3	12.5%	27	2	8.0%	28	9	12.0%
Admin Support/Waste Mgt	1,015	20	2.0%	1,033	19	1.9%	1,054	52	5.2%
Ed/Health/Social Svcs	2,341	124	5.6%	2,379	144	6.4%	2,357	112	5.0%
Educational Services	488	8	1.7%	495	6	1.2%	502	12	2.4%
Health Care/Social Services	1,853	116	6.7%	1,884	138	7.9%	1,865	100	5.7%
Leisure/Hospitality	1,771	127	7.7%	1,693	45	2.7%	1,738	61	3.6%
Arts/Entertainment/Recreation	176	14	8.6%	187	21	12.7%	199	10	5.3%
Accommodation/Food Services	1,595	113	7.6%	1,506	24	1.6%	1,539	51	3.4%
Other Services	492	32	7.0%	507	35	7.6%	508	27	5.6%
Government	4,249	92	2.2%	4,275	97	2.3%	4,296	102	2.4%
Federal	1,235	-6	-0.5%	1,237	-11	-0.9%	1,240	-10	-0.8%
Local	2,854	99	3.6%	2,677	107	3.9%	2,896	113	4.1%
State	160	-1	-0.6%	151	1	0.6%	160	-1	-0.6%
Covered Agriculture*	81	-7	-8.0%	84	-9	-9.7%	84	-6	-6.7%
Private	14,876	314	2.2%	14,524	268	1.8%	14,791	59	0.4%

*Preliminary; Source: Utah Department of Workforce Services.

NONFARM EMPLOYMENT IN UTAH'S COUNTIES

	July 2022 <i>Estimate</i>	July 2021 <i>Actual</i>	Percent Change	June 2022 <i>Estimate</i>	May 2022 <i>Estimate</i>
BEAVER	2,382	2,347	1.5	2,513	2,504
BOX ELDER	22,634	22,322	1.4	22,703	22,630
CACHE	64,982	62,837	3.4	66,951	68,242
CARBON	8,796	8,791	0.1	8,912	8,947
DAGGETT	506	543	-6.8	512	460
DAVIS	138,956	137,055	1.4	139,521	138,762
DUCHESNE	8,119	7,821	3.8	8,310	8,244
EMERY	3,530	3,436	2.7	3,592	3,597
GARFIELD	2,882	2,868	0.5	2,949	2,730
GRAND	7,337	7,073	3.7	7,394	7,271
IRON	23,253	21,787	6.7	23,222	23,730
JUAB	4,073	3,977	2.4	4,095	4,129
KANE	4,397	4,248	3.5	4,335	4,214
MILLARD	4,663	4,533	2.9	4,736	4,638
MORGAN	2,884	2,739	5.3	2,982	2,963
PIUTE	283	271	4.4	291	287
RICH	1,394	1,424	-2.1	1,326	968
SALT LAKE	772,156	750,427	2.9	770,506	770,035
SAN JUAN	4,362	4,208	3.7	4,587	4,529
SANPETE	9,297	8,911	4.3	9,583	9,608
SEVIER	9,396	9,208	2.0	9,486	9,371
SUMMIT	28,829	26,801	7.6	28,586	27,005
TOOELE	19,240	19,322	-0.4	19,345	19,297
UINTAH	13,107	12,692	3.3	13,257	13,328
UTAH	296,286	282,078	5.0	296,078	299,836
WASATCH	11,784	11,281	4.5	11,726	11,650
WASHINGTON	79,446	75,325	5.5	80,009	81,516
WAYNE	1,320	1,266	4.3	1,304	1,280
WEBER	117,848	114,632	2.8	117,848	117,927

Note: Numbers have been left unrounded for convenience rather than to denote accuracy.

Note: Employment numbers are not seasonally adjusted. Therefore, comparisons of employment levels from one month to the next should not be used as job creation/loss estimates between those months. Seasonal factors could be the reason. For example, employment levels in September are usually higher than in August, as school employment resumes.

Source: Utah Department of Workforce Services, Workforce Research and Analysis, 8/19/2022

ECONOMIC SNAPSHOT

Tooele County

Updated 8/4/2022

Select Area
Tooele County



Note: Due to the extreme and rapid deterioration in nonfarm jobs during April 2020, year-over comparisons do not accurately depict the current business cycle. Consequently, the charts on this page show the two-year change in nonfarm employment. Year-over charts and analysis of employment changes can be found on the second page of this visualization.

Two-Year Change in Nonfarm Jobs

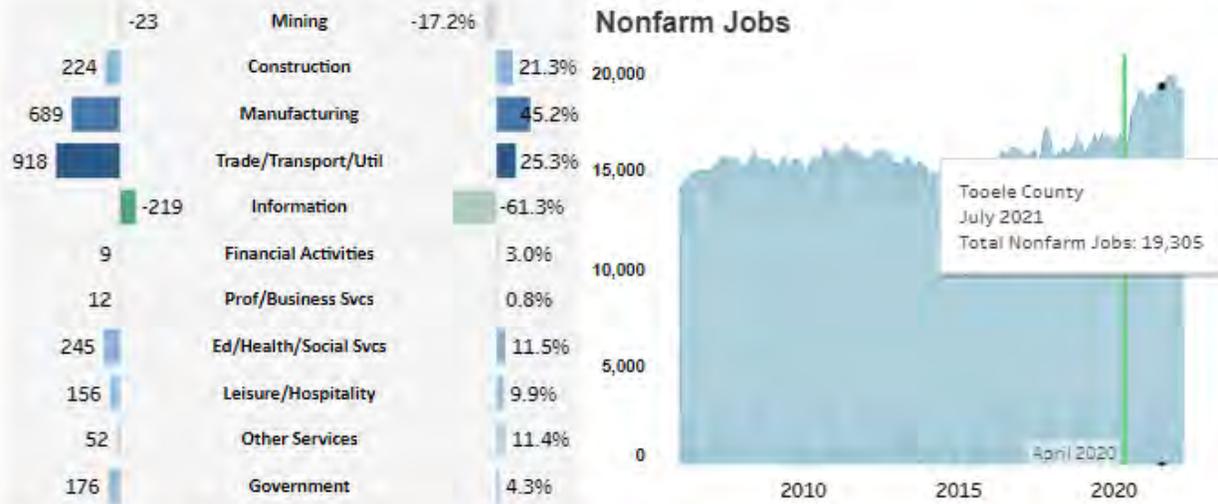
March 2022

↑ 2,240

↑ 13.3%

↑ 5.9%

↓ 0.0%



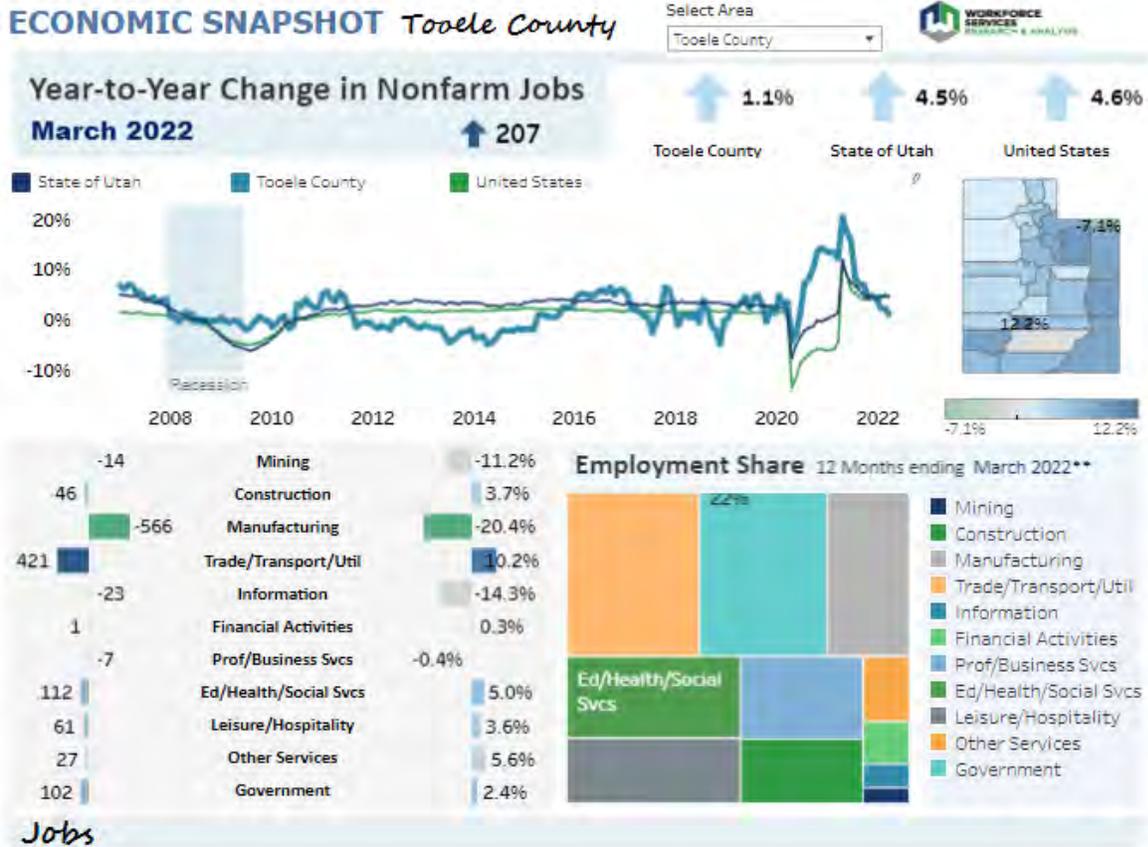
How's the economy?

In spite of the county's strong employment gains, the local economy could be hindered by an increase in inflation if the Fed's rate increases impede housing purchases and increased prices limit purchasing power.

Part of the county's strong employment growth of the past two years is nothing more than an accounting change in terms of how Workforce Services captures employment. Our data is only as good as an employer's desire to report to DWS its establishment-level employment. Within the past two years, a large Utah employer began reporting their employment count at their Tooele County operation.

Strong job growth over the last two years has supported Tooele's recovery from the COVID-19 pandemic. Housing permits have continued to rise as the county absorbs commuters who work in Salt Lake County, boosting employment in the construction sector.

* Preliminary. Source: U.S. Bureau of Labor Statistics; Utah Department of Workforce Services.



Tooele County's one-year employment is beyond the anomaly employer reporting action spoken of on the prior tab. With that, over the past 12 months the county has seen job growth of 207 new positions.

The manufacturing sector lost 566 jobs, a 20.4% drop from the same time a year earlier. This again is an accounting change as that same employer is still making reporting adjustment to DWS. These are not actual job losses.

* Preliminary. Source: U.S. Bureau of Labor Statistics; Utah Department of Workforce Services.

NOTE: "Jobs" in the data above refer to jobs located in Tooele County, regardless of whether a Tooele County resident occupies that position. The number of jobs is most important in understanding the ratio of jobs within the County vs. housing units (jobs/housing ratio). The more jobs in the County, the less likely residents are to have a long commute to work. "Employment" refers to the employment status of a Tooele County resident (which can be inside or outside of Tooele County).

Also see the "Industries" and "Occupations" sections here: [https://datausa.io/profile/geo/tooele-county-ut#:~:text=The%20most%20common%20employment%20sectors,Educational%20Services%20\(3%2C225%20people\).](https://datausa.io/profile/geo/tooele-county-ut#:~:text=The%20most%20common%20employment%20sectors,Educational%20Services%20(3%2C225%20people).)

Employment

Class of Worker

16.5% +/- 1.8%

Local, State, & Federal Government Workers (in Tooele County, Utah)

14.6% +/- 0.3%

Local, State, & Federal Government Workers in Utah

S2406 | 2020 American Community Survey 5-Year Estimates

Class of Worker

In Tooele County, Utah

View Options

Employee of private company workers - 74.5%

Self-employed in own incorporated business workers - 1.9%

Private not-for-profit wage and salary workers - 3.2%

Local, state, and federal government workers - 16.5%

Self-employed in own not incorporated business workers and unpaid family workers - 3.9%

0% 10% 20% 30% 40% 50% 60% 70% 80%

Show Table

S2406 | 2020 ACS 5-Year Estimates Subject Tables

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

The majority of employed Tooele County residents work for private companies. Despite a relatively small number of residents reporting themselves as self-employed, the Wasatch Front EDD CEDS lists one of its main objectives as encouragement of entrepreneurship and innovation, and no doubt wishes to increase the percentage of self-employed entrepreneurs in the County.

Employment and Labor Force Status

66.1% +/- 1.6%

Employment Rate in Tooele County, Utah

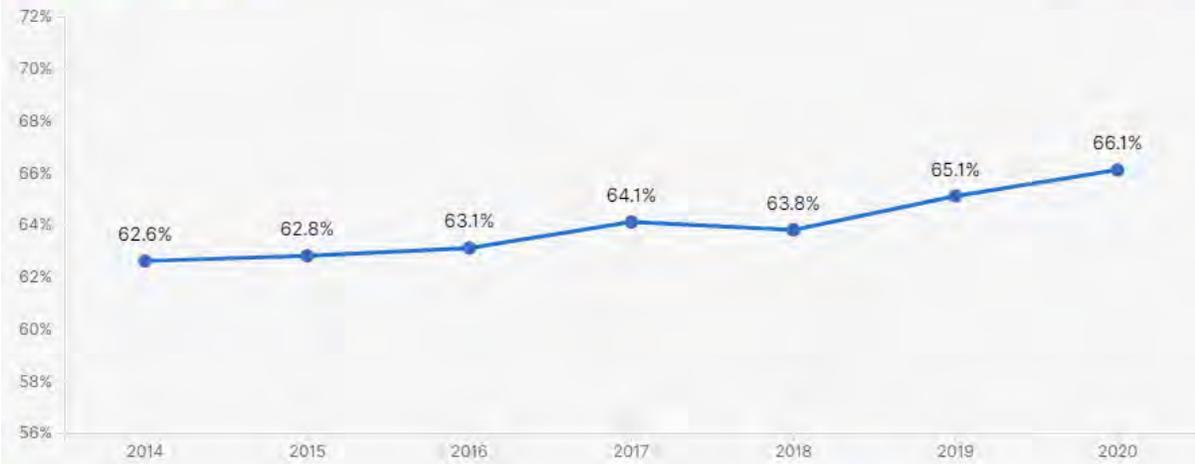
66.1% +/- 0.2%

Employment Rate in Utah

DP03 | 2020 American Community Survey 5-Year Estimates

Employment Rate in Tooele County, Utah

View Options



Show Table

DP03 | 2020 ACS 5-Year Estimates Data Profiles

From <https://data.census.gov/cedsci/profile?q=0500000US49045>



From <https://data.census.gov/cedsci/profile?q=0500000US49045>

The most common employment sectors for those who live in Tooele County are retail trade, manufacturing and educational services. Retail trade wages are typically lower than manufacturing or educational services, while manufacturing industry wages can vary widely from highly paid precision manufacturing positions to lower-skilled assembly work.

Occupation

18.9% +/- 7.7%

Females in Computer, Engineering and Science Occupations in Tooele County, Utah

20.1% +/- 0.9%

Females in Computer, Engineering and Science Occupations in Utah

S2401 | 2020 American Community Survey 5-Year Estimates

Occupation for the Civilian Employed Population 16 Years and Over

in Tooele County, Utah

View Options

Management, business, science, and arts occupations - 11,081

Service occupations - 4,854

Sales and office occupations - 7,259

Natural resources, construction, and maintenance occupations - 3,238

Production, transportation, and material moving occupations - 6,516

0 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K

Show Table

S2401 | 2020 ACS 5-Year Estimates Subject Tables

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Work Experience

38.5 +/- 0.6

Mean Usual Hours Worked for Workers in Tooele County, Utah

37.2 +/- 0.1

Mean Usual Hours Worked for Workers in Utah

S2303 | 2020 American Community Survey 5-Year Estimates

Mean Usual Hours Worked for Workers by Sex

in Tooele County, Utah

View Options

Male - 41.6

Female - 34.8

0 5 10 15 20 25 30 35 40 45

Show Table

S2303 | 2020 ACS 5-Year Estimates Subject Tables

From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Tooele County Economic Development Strategies



	Tooele County, Utah	Utah	United States
Total	47,760 16.6% ↑	2,273,074 10.5% ↑	259,662,880 4.4% ↑
In labor force:	32,756 68.6% 16.4% ↑	1,557,215 68.5% 11.2% ↑	164,629,492 63.4% 3.6% ↑
In labor force: - Civilian labor force:	32,644 68.4% 17.7% ↑	1,552,893 68.3% 11.3% ↑	163,555,585 63.0% 3.6% ↑
In labor force: - Civilian labor force: - Employed	31,073 65.1% 21.2% ↑	1,497,354 65.9% 15.2% ↑	154,842,185 59.6% 8.0% ↑
In labor force: - Civilian labor force: - Unemployed	1,571 3.3% -25.1% ↓	55,539 2.4% -42.0% ↓	8,713,400 3.4% -39.9% ↓
In labor force: - Armed Forces	112 0.2% -73.0% ↓	4,322 0.2% -1.7% ↓	1,073,907 0.4% 4.7% ↑
Not in labor force	15,004 31.4% 17.2% ↑	715,859 31.5% 8.9% ↑	95,033,388 36.6% 5.8% ↑
Mean Usual Hours Worked	38.8 -0.1% ↓	37.2 0.4% ↑	38.8 0.4% ↑
Mean Usual Hours Worked: Male	41.9 0.0% ↑	40.5 0.4% ↑	41.2 0.3% ↑
Mean Usual Hours Worked: Female	35.0 -0.2% ↓	33.3 0.6% ↑	36.2 0.5% ↑

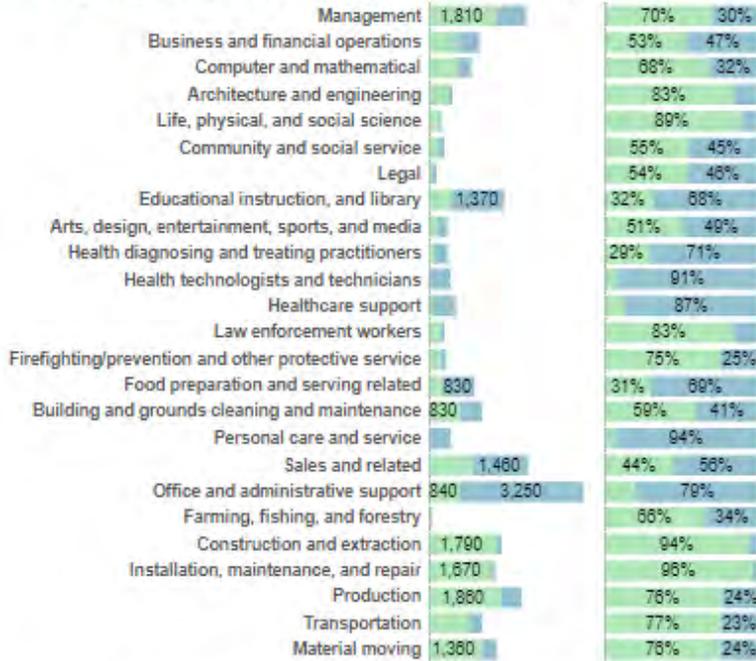
From American Community Survey; <https://data.ldnews.com/american-community-survey/tooele-county-utah/labor-statistics/unemployed-civilians/num/05000US49045/area/>

2015 - 2019 Occupations and Industries by Gender

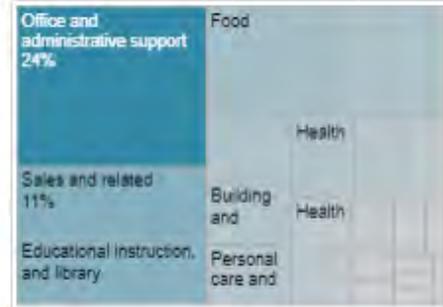
Tooele County

Female
Male

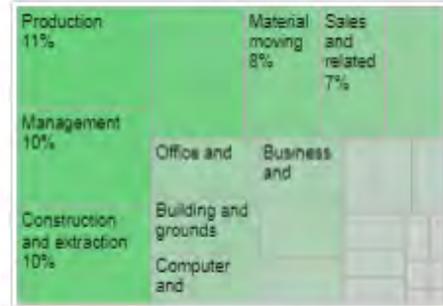
Employment by Occupational Group



Female



Male



Employment by Industry Group



Female



Male

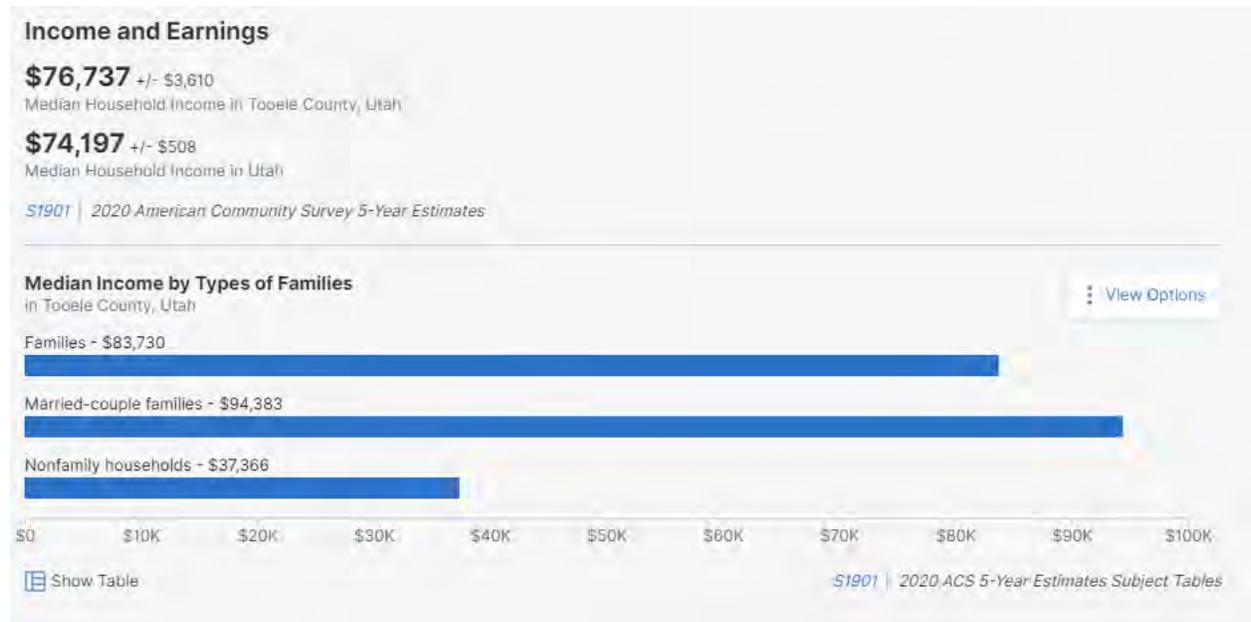


Source: U.S. Census Bureau; American Community Survey five-year average.
 Note: Margins of errors are not shown, but may be significant for small counties. Data should be used with caution.
 Detailed data along with the margins of error can be found at <http://data.census.gov>

Income and Earnings



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <<http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>>



From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Tooele County Economic Development Strategies



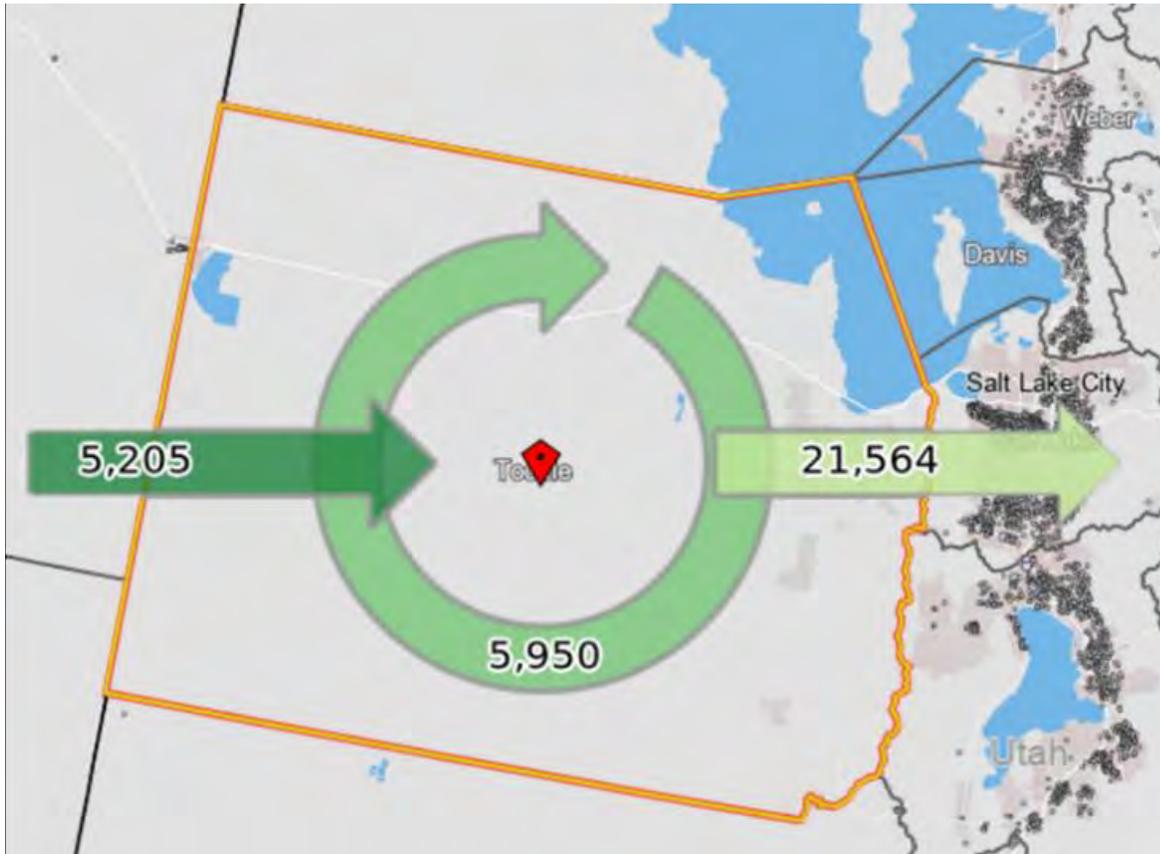
From <https://fred.stlouisfed.org/series/MHIUT49045A052NCEN#>

Full dataset Median HH Income in Tooele County 1990-2020:

https://docs.google.com/spreadsheets/d/1UqJrvqHIHYPbHDRpqaXnfzC_I dvBiNbx/edit?usp=sharing&ouid=101112255146011033652&rtpof=true&sd=true

Tooele County ranks fourth amongst the WFEDD counties in median household income; however, it has seen a significant overall increase in median income in the last decade. The County's median household income ranks higher than both the state as a whole and the national average.

Commute

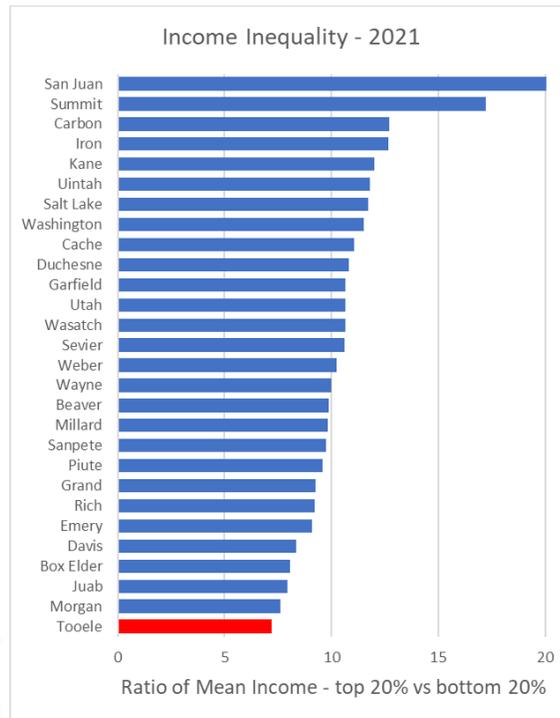
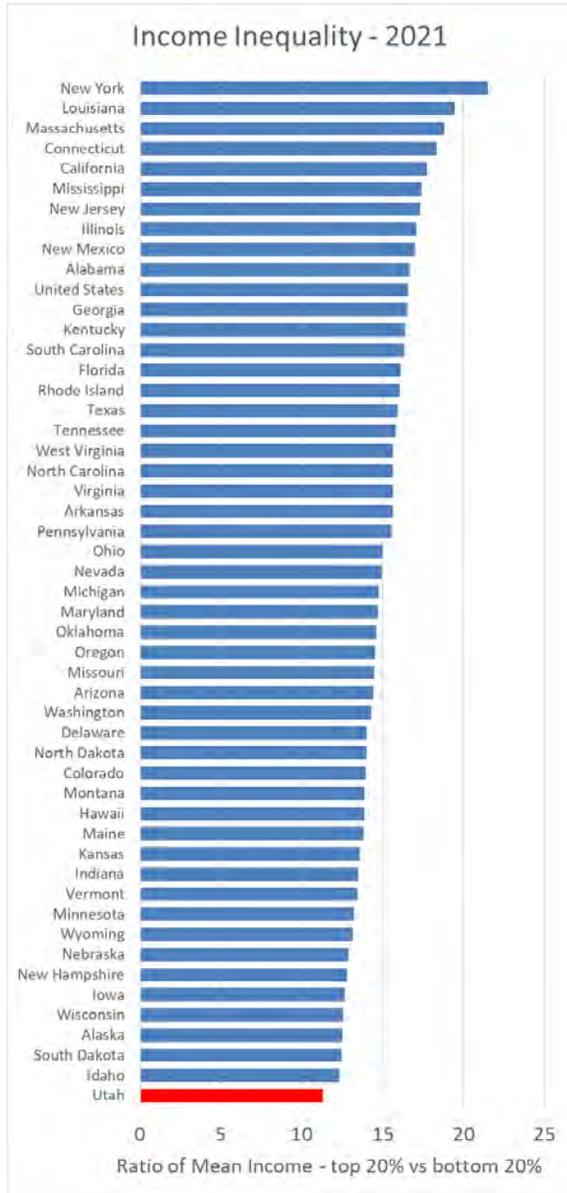


Almost 75% of the workers from Tooele County commute outside the County to work. As a result, job quality and retail leakage, along with the quality of existing retail and restaurant offerings, are concerns for County residents and officials alike

Tooele County Economic Development Strategies

Diversity, Equity, and Inclusion

Diversity, equity, and inclusion - Utah has the lowest level of Income Inequality in the United States. Tooele County is the least inequal among Utah counties. This is a really remarkable achievement in a nation that has seen rapidly expanding income inequality.



Income: Median Household Income

Updated December 2020
Next Update: TBD

Select Income Type		Dollars		Percent Change from Previous Year		
Median Household Income		2018	2019	2018	2019	
Select Year 2019						
Summit County	\$112,482	United States	61,937	65,712	2.7%	6.1%
Morgan County	\$101,943	State of Utah	71,381	75,705	4.4%	6.1%
Wasatch County	\$92,136	Beaver County	55,940	58,309	9.3%	4.2%
Davis County	\$87,610	Box Elder County	62,689	69,380	-1.5%	10.7%
Tooele County	\$80,196	Cache County	60,315	63,180	9.6%	4.8%
Salt Lake County	\$79,941	Carbon County	51,394	52,110	7.9%	1.4%
Utah County	\$79,505	Daggett County	58,910	63,433	6.1%	7.7%
State of Utah	\$75,705	Davis County	84,381	87,610	4.9%	3.8%
Weber County	\$71,835	Duchesne County	60,767	59,437	0.3%	-2.2%
Box Elder County	\$69,380	Emery County	54,213	61,893	2.5%	14.2%
Juab County	\$68,056	Garfield County	51,028	54,625	0.2%	7.0%
United States	\$65,712	Grand County	50,750	53,535	3.7%	5.5%
Rich County	\$64,583	Iron County	51,393	58,307	6.7%	13.5%
Washington County	\$64,388	Juab County	65,379	66,056	8.8%	1.0%
Daggett County	\$63,433	Kane County	52,355	55,887	4.7%	6.7%
Cache County	\$63,180	Millard County	58,644	59,069	-4.3%	0.7%
Uintah County	\$62,541	Morgan County	96,875	101,943	2.8%	3.1%
Emery County	\$61,893	Piute County	40,387	42,196	-2.3%	4.5%
Duchesne County	\$59,437	Rich County	60,695	64,583	3.2%	6.4%
Millard County	\$59,069	Salt Lake County	73,619	79,941	3.1%	8.6%
Sevier County	\$58,983	San Juan County	42,982	49,438	-2.2%	15.0%
Beaver County	\$58,309	Sanpete County	52,910	54,648	1.3%	3.3%
Iron County	\$58,307	Sevier County	54,339	58,983	3.2%	8.5%
Kane County	\$55,887	Summit County	105,374	112,482	4.5%	6.7%
Sanpete County	\$54,648	Tooele County	73,584	80,196	1.9%	9.0%
Garfield County	\$54,625	Uintah County	63,831	62,541	10.9%	-1.7%
Grand County	\$53,535	Utah County	75,296	79,505	6.9%	5.6%
Carbon County	\$52,110	Wasatch County	85,380	92,136	2.4%	7.9%
Wayne County	\$50,555	Washington County	57,069	64,388	2.8%	12.8%
San Juan County	\$49,438	Wayne County	47,175	50,555	7.7%	7.2%
Piute County	\$42,196	Weber County	68,106	71,835	8.2%	5.5%

From: <https://jobs.utah.gov/wi/data/library/waqs/income.html>

Median HH Income by County 1989-2019 - data:
<https://docs.google.com/spreadsheets/d/1JJQVhWqdOlyp-AzZNmtOdReJrAyEYwW/edit?usp=sharing&ouid=101112255146011033652&rtpof=true&sd=true>

See income distribution charts here:

<http://www.city-data.com/income/income-Tooele-Utah.html>

<https://statisticalatlas.com/county/Utah/Tooele-County/Household-Income>

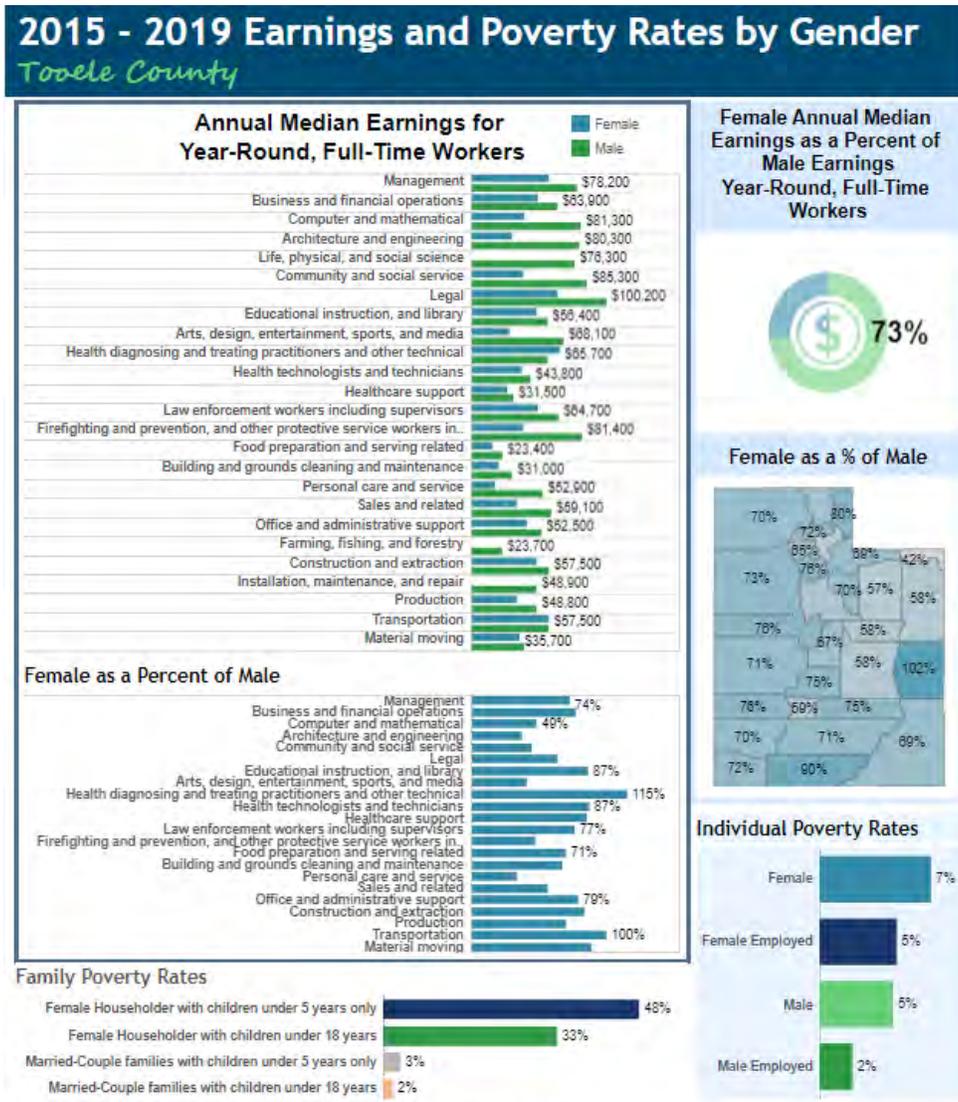
Tooele County Economic Development Strategies



MIT Living Wage Calculator - Tooele County												
	1 Adult				2 Adults (1 Working)				2 Adults (Both Working)			
	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children
Living Wage (Tooele)	\$ 11.43	\$ 23.95	\$ 30.06	\$ 38.96	\$ 19.04	\$ 22.89	\$ 25.53	\$ 29.81	\$ 9.52	\$ 13.39	\$ 16.42	\$ 20.27
Living Wage (Salt Lake)	\$ 12.02	\$ 25.12	\$ 31.23	\$ 40.43	\$ 19.78	\$ 24.05	\$ 26.70	\$ 31.28	\$ 9.36	\$ 13.97	\$ 17.00	\$ 21.00
Poverty Wage	\$ 6.00	\$ 8.13	\$ 10.25	\$ 12.38	\$ 8.13	\$ 10.25	\$ 12.38	\$ 14.50	\$ 4.06	\$ 5.13	\$ 6.19	\$ 7.25
Minimum Wage	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25	\$ 7.25

Created from the MIT Living Wage Calculations

From the Tooele City EDSP



Source: U.S. Census Bureau; American Community Survey five-year average.
 Note: Margins of errors are not shown, but may be significant for small counties. Data should be used with caution.
 Detailed data along with the margins of error can be found at <http://data.census.gov>

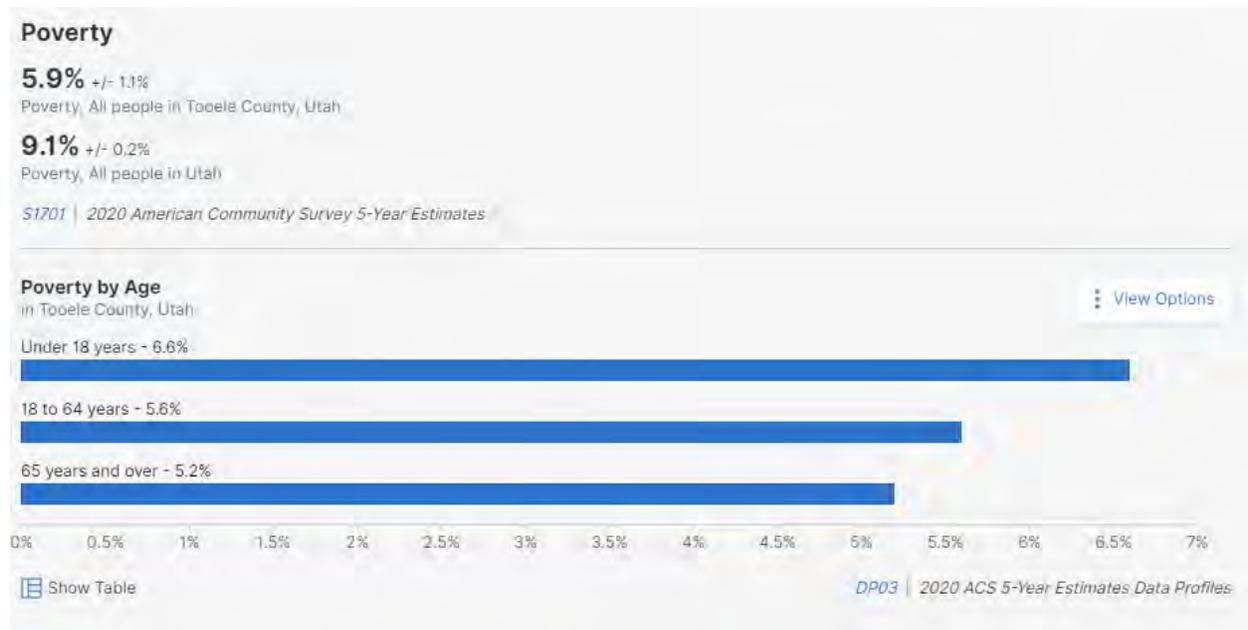
Poverty

See Tooele County Food Access Profile here –

<https://drive.google.com/file/d/1PefZAA4IknLT8jG3QLpRaVKmtPORXid1/view?usp=sharing>



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <<http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>>



From <https://data.census.gov/cedsci/profile?q=0500000US49045>

Tooele County’s poverty rate is well below the state and national averages, aligning with the WFEDD region as a whole.

Tooele County Economic Development Strategies

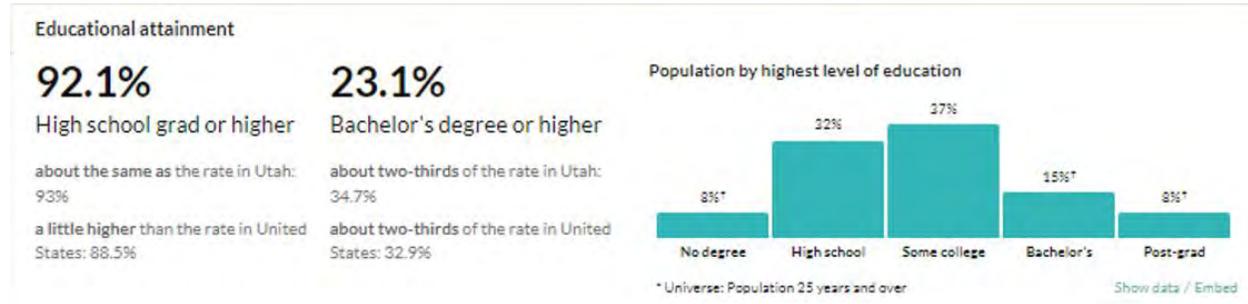


Poverty Level

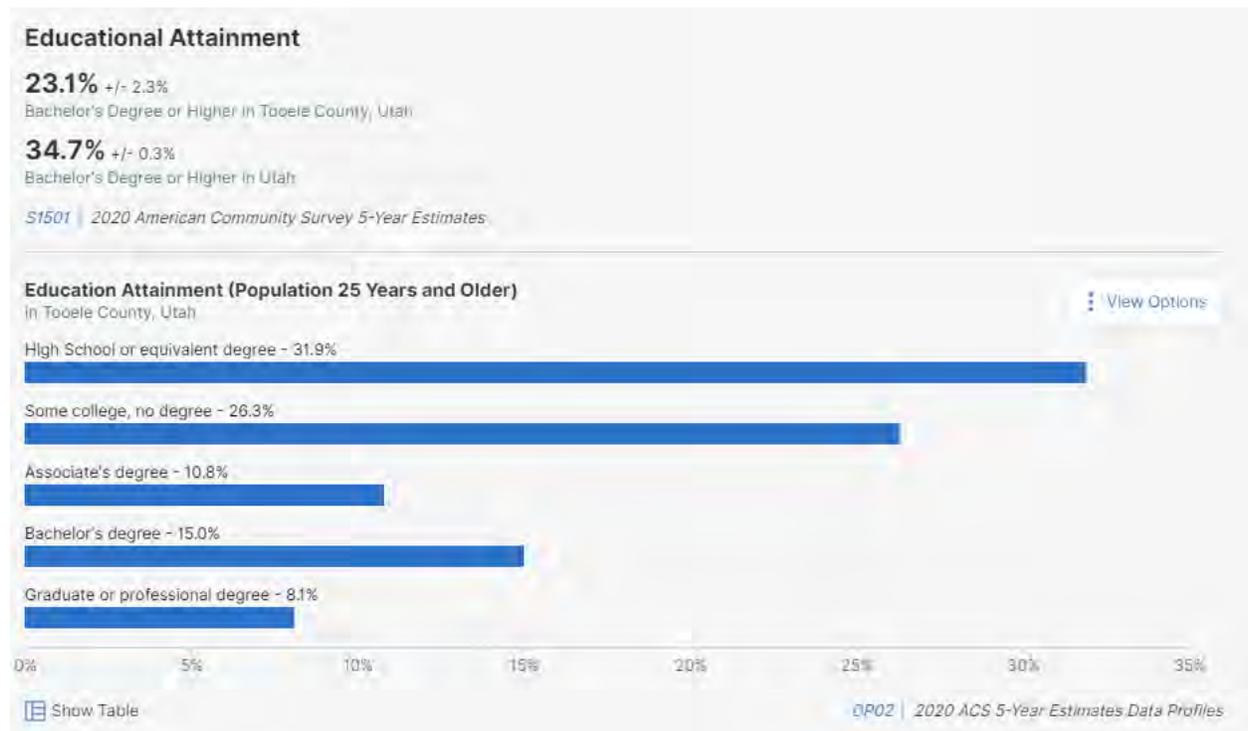
	Tooele County, Utah	Utah	United States
Estimate; Population For Whom Poverty Status Is Determined Past 12 Months	4,150 6.2% -19.7% ↓	298,537 9.8% -16.8% ↓	42,510,843 13.4% -11.0% ↓
Below Poverty Level: White	3,089 5.1% -31.9% ↓	227,777 8.6% -17.4% ↓	25,658,220 11.1% -11.3% ↓
Below Poverty Level: Black		9,665 27.2% 28.4% ↑	9,114,217 23.0% -12.0% ↓
Below Poverty Level: Indian	185 45.8% 153.4% ↑	8,890 27.1% -11.2% ↓	660,695 24.9% -7.5% ↓
Below Poverty Level: Asian	14 2.9% -87.0% ↓	9,348 13.3% -17.5% ↓	1,922,319 10.9% -1.8% ↓
Below Poverty Level: Islander	2 0.5% -53.7% ↓	2,903 10.7% -53.7% ↓	101,826 17.5% -5.6% ↓
Below Poverty Level: Other	730 25.4% 200.4% ↑	28,805 18.8% -17.8% ↓	3,313,183 21.0% -15.4% ↓
Below Poverty Level: Two or More	130 5.9% 51.2% ↑	11,149 12.1% -13.3% ↓	1,740,383 16.7% -3.1% ↓
Below Poverty Level: Hispanic	1,084 13.1% 6.1% ↑	71,929 16.8% -26.8% ↓	11,256,244 19.6% -12.6% ↓
Below Poverty Level: White Not Hispanic	2,742 4.9% -25.6% ↓	189,107 7.9% -13.1% ↓	18,525,349 9.6% -11.1% ↓

From American Community Survey; <https://data.ldnews.com/american-community-survey/tooele-county-utah/labor-statistics/unemployed-civilians/num/05000US49045/area/>

Educational Attainment



U.S. Census Bureau (2020). American Community Survey 5-year estimates. Retrieved from Census Reporter Profile page for Tooele County, UT <http://censusreporter.org/profiles/05000US49045-tooele-county-ut/>



From <https://data.census.gov/cedsci/profile?q=0500000US49045>

While Tooele County is ahead of the national average for residents age 25 and older holding a high school diploma or equivalent, it is behind the state and national averages for residents age 25 and older holding a bachelor's degree or higher. With that said, a relatively large percentage of residents have completed some college, and a common theme amongst Tooele County stakeholders is that the region boasts a highly qualified workforce.

Tooele County Economic Development Strategies



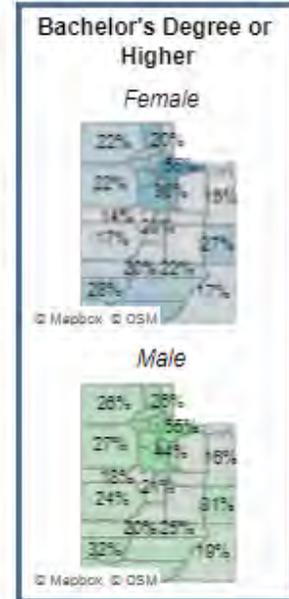
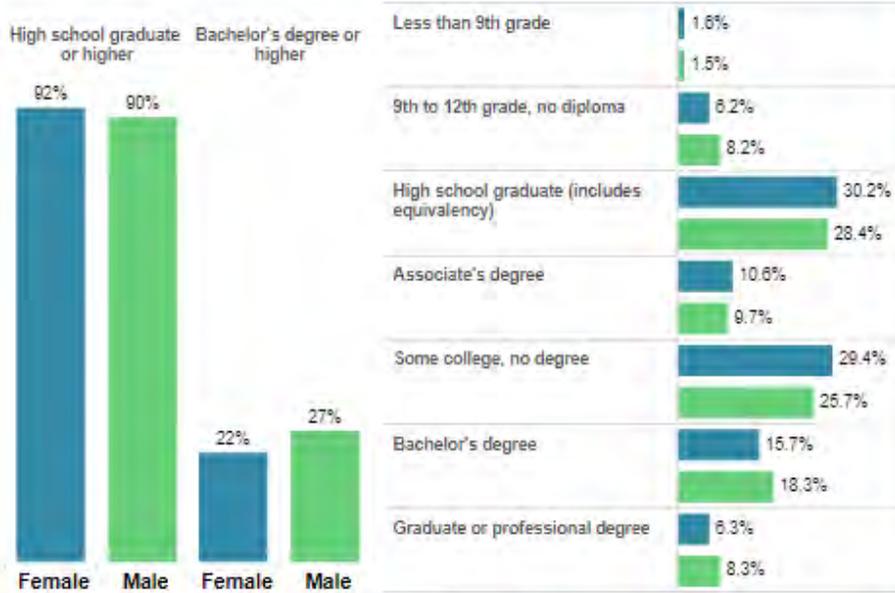
	Tooele County, Utah	Utah	United States
Total Population: 25 Years and over	39,152	1,824,052	220,622,076
	15.6% ↑	11.0% ↑	5.5% ↑
High School & Higher	35,734	1,683,252	194,149,815
	91.3%	92.3%	88.0%
	15.5% ↑	12.6% ↑	7.6% ↑
AS & Higher	13,482	797,483	89,632,369
	34.4%	43.7%	40.6%
	37.5% ↑	20.9% ↑	15.2% ↑
High school diploma, GED or alternative credential	11,466	416,545	59,472,748
	29.3%	22.8%	27.0%
	5.6% ↑	9.0% ↑	1.8% ↑
Some college Experience	10,786	469,224	45,044,698
	27.5%	25.7%	20.4%
	4.9% ↑	3.5% ↑	1.8% ↑
Associate's degree	3,992	176,978	18,712,207
	10.2%	9.7%	8.5%
	40.5% ↑	13.2% ↑	12.9% ↑
Bachelor's degree	6,644	410,803	43,646,104
	17.0%	22.5%	19.8%
	25.9% ↑	22.1% ↑	14.3% ↑
Master's degree	2,303	150,432	19,454,174
	5.9%	8.2%	8.8%
	77.4% ↑	27.5% ↑	19.7% ↑
Professional school degree	300	33,101	4,681,075
	0.8%	1.8%	2.1%
	33.3% ↑	23.9% ↑	14.5% ↑
Doctorate degree	243	26,169	3,138,809
	0.6%	1.4%	1.4%
	48.2% ↑	16.9% ↑	16.9% ↑

From American Community Survey; <https://data.ldnews.com/american-community-survey/tooele-county-utah/labor-statistics/unemployed-civilians/num/05000US49045/area/>

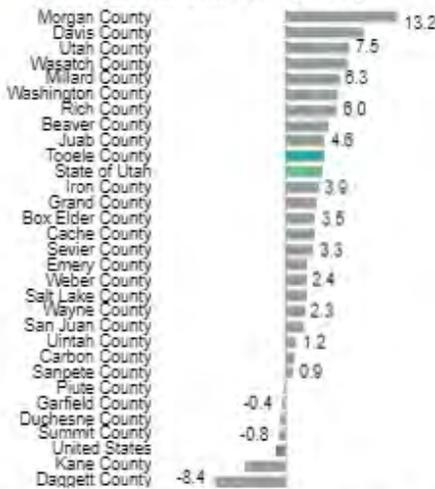
2015 - 2019 Education and Earnings by Gender

Tooele County

Educational Attainment of the Population 25 Years and Older



Percentage Point Difference Between Male and Female Population Share with Bachelor's Degree or Higher*



*In counties with negative percentage-point spreads, the share of women with a Bachelor's Degree and above measures higher than the comparable male share.

Source: U.S. Census Bureau; American Community Survey five-year average.

Note: Margins of errors are not shown, but may be significant for small counties. Data should be used with caution.

Detailed data along with the margins of error can be found at <http://data.census.gov>

Appendix 1 – Challenges/Barriers to Economic Development – “Other” Answers

Bottleneck at I80 from Exit 99 to Highway 201!
Conversion of agriculture land to residential bedroom communities to the Wasatch Front rather than encouraging job creation within the county
FTTH and FTTx though out Tooele Valley
High property taxes for current residents and too many tax breaks for developers.
High Taxes
HWY 36 Corridor needs to be free of stoplights to keep traffic flowing. Or a bypass around Stansbury could be created. The Lakepoint intersection is also a problem. This will also encourage growth.
I also believe that the people who are working the "invisible jobs", i.e. farmers, ranchers, 4-H participants, are being pushed out or a driving force to see them as undesirable is gaining more momentum. This is unfortunate and dangerous for many reasons.
I feel like we need big businesses to help absorb some cost and provide resources for all the building taking place. Citizens are absorbing the cost of the building. Where are the impact fees? Why are residents funding the cost of resources for new housing.
I might need more education to answer this question.
I think the government oversight into LLC is unnecessary and lots of people with good ideas don't want to go through that. A lot of cities don't have this kind of oversight/micromanaging so I don't see why Tooele county does it.
Lack of Parks splash pads rec center
Lack of a recreation center
Lack of focused efforts and organization by Tooele County and Tooele City Governments
lack of indoor market space as well as outdoor
Lack of infrastructure for growth
Lack of motivated people. Many are not open to personal growth and education.
Lack of retail stores. We need a store like Costco and other store along the lines of Target. We only have Wal Mart to purchase bath and bedding supplies and they usually very limited or out of stock.
Leaders who change what we already voted for.
Need a better and faster route than Highway 36 for southeastern Tooele Residents to get to I-80
Need smith's grocery, target for shopping Walmart is too small for the population. More restaurants
Need to quit building more houses. We don't have the resources or jobs to continue this overgrowth of houses that are way overpriced!!
No social life for nonmembers
Not enough resources for demographic of high-density housing. Everyone wants high density housing claiming it is affordable and it is not. If we want to tout affordable housing, we need

resources and development that is actually affordable. It is definitely a balance but not everyone that can't afford a home wants to live in an unaffordable apartment.
One route to freeway that is a huge bottleneck coming in and out of Tooele
People out here have a "poor mindset." They consider \$18-25/hr a "high paying job". I make \$72/hr and it is still not enough to live a great life because housing is expensive. Very expensive. That needs to be solved. We need things in the county to keep people's money in the county. Good food, good stores, better choices. NO ONE eats at Applebee's and shops at Walmart because they choose those. Nothing in this Valley says we are "people going somewhere. Everyone thinks we are poor and trashy.
Severely overpopulated
Something to compete with Walmart
State laws that prohibit charging sufficient impact fees on developers to cover infrastructure and school district direct costs.
They keep building more and more housing developments without taking into consideration the lack of water, roads, and schools.
Though we bring in businesses we need more stores
Too much growth without enough forethought to prepare for growth. Growth isn't bad, when you're prepared for it. Tooele county isn't. They are being reactive instead of proactive.
Tooele City, specifically is a "land locked," City = no other ways out or in. Need more fire safety on the west side of town
Transportation in/out of the county. Adding mass transit and paving Middle Canyon would help a lot.
You're shoving out the farmers!

Appendix 2 – Other Ways to Best to Tackle the Water Availability Problem – “Other” Answers

Capture back and use grey water
Conduct comprehensive water study and limit new building until we know how much water there is
Do not do anything with the federal government. Our county needs to be run and controlled by county residents, not the federal government and not be influenced by the World Economic Forum.
Do not limit good, water-heavy construction and business. Good people invite rain. Otherwise, I'm not sure what above we most need, but we need something desperately for the Great Salt Lake.
Don't build at a rate that outpaces water availability. Too much condensed housing coming in - and too fast.
don't truck water in, pipe it in, a lot of water in Salt Lake comes from water projects outside the county doesn't it?
Encourage xeriscaping and not allowing new businesses to put in unusable grass.
Good luck. You have hit one of the most significant issues that WILL limit growth in this area.
Honestly no idea as I am not super involved with all issues water.
Incentives for conservation -tankless hot water on demand water heaters. Water twice per week only on public water like what happens for water shareholders.
Jordan Valley Water Conservation District is doing great things. But the city/county and their respective law enforcement entities must support them by enforcing the regulations.
Limit the amount of houses being built
Need more information to make a decision
No development period and strict water usage regulations
Secondary water for new construction (exterior watering)
See prior comments regarding desalination plant, solar power and evaporative salt ponds.
Start assessing fines for people that water on days they should not be watering, and also for watering during PEAK SUN hours
Stop building
Whatever it takes so that my well doesn't dry up.
Xeriscape, low water use farming.

Appendix 3 INTERVIEW GUIDE

Interview Section One: Introduction

- My name is _____ and I work for a research company called The Research Associates.
- The Tooele County Economic Development Opportunity Board recently hired The Research Associates to develop an Economic Development Plan for the County.
- The aim of the Plan is to boost and sustain Tooele County's economy by providing a guide for action in order to improve resource utilization, stimulate motivation and commitment, and set performance standards while allowing flexibility to find alternative approaches when needed. The economic development plan will answer the questions "Where do we want to go?" and "How are we going to get there?"
- As part of this work, we're conducting interviews to learn more about these issues from people all over Tooele County.
- Thank you so much for agreeing to this interview – your opinions are so important for the work that we're doing, and we greatly appreciate it.
- This call will last for about 20-30 minutes, and, if I have your approval, I'm going to record it for note-taking purposes. Only myself or another research team member at The Research Associates will have access to this recording. After our call, the call's content will be transcribed and will remove any mention of names. The sound recording will then be destroyed. Your name will not be associated with anything we talk about here today.
- Do I have your approval to record the call? **If yes, start recording**
- Okay, great. Do you have any questions for me before we get started?

Interview Section Two: Economic Development Challenges and Strategies

- What do you think are the greatest economic development **challenges** facing Tooele County?
- What do you think are the most significant economic development **strengths** and **opportunities** for Tooele County?
- What type of **infrastructure** improvements are needed to facilitate economic development in the County?
- How **receptive** are Tooele County cities and towns to economic development?
- What does Tooele County need to do to ensure that it can be agile and resilient in response to dynamic changes in economic conditions?
- What are key impacts you think the COVID-19 pandemic has had on the County?

Interview Section Three: Business Development

The County is focused on business development and creation of high-paying jobs. So, I'm going to ask you questions now on these topics.

Tooele County Economic Development Strategies

- What are the top three challenges Tooele County businesses face when it comes to growth and longevity?
- What is the County's current business retention, attraction, and retention strategy?
- Which type of businesses should Tooele try to attract?
- What impacts has the COVID pandemic had on businesses within the County?
- What city, county, state and federal resources and incentive programs are available to small and mid-sized businesses looking to locate to or expand in Tooele County?
- Can you name some notable businesses that have recently expanded within the County or moved to the County?

Interview Section Four: Jobs and Commutes

- What specific types of jobs are needed within the County?
- What types of job training programs do you think need to be developed within the County?
- What impacts has the COVID pandemic had on jobs within the County?
 - What, if any, influence did the pandemic have on people seeking work outside the County?
 - Are more people now continuing to work from home even now that restrictions have eased?
- Are you familiar with the degree and certificate programs at the local state and technical colleges?

If yes...

- Do they meet residents' and employers' needs?
 - Do they prepare people with skills needed within the County? For existing businesses? For new types of businesses?
 - Do you think these programs will increase the likelihood of new business creation in the County?
-
- What are Tooele County's largest employers' policies and capacity for remote work?
 - What strategies and/or infrastructure projects are planned or in place to increase broadband access across Tooele County?
 - Are you familiar with the plan to have the Inland Port Authority set up a satellite port in Tooele County?

If yes:

- Do you think this is a good idea?
- What is the sentiment at the Inland Port Authority (and any other stakeholder agencies) for this project?

Tooele County Economic Development Strategies

- What is the estimated timeframe for the project to be completed?
- In your opinion, what are some key reasons that people seek work and commute to work outside of Tooele County?
 - Do you see this as a key issue for Tooele County?
 - What do you think can be done to influence people to stay within Tooele County for work?

Interview Section Five: Retail Leakage

The County is also focused on finding ways to reduce retail leakage outside of County boundaries (*if you're not familiar with the term, retail leakage refers to when people travel to neighboring towns to buy goods and services*).

- How often do you travel to other towns to buy goods and services that aren't available in Tooele County?
- How big of an issue is retail leakage for Tooele County?
- What types of retail and restaurant offerings are most needed in Tooele County?
- What types of retail and restaurant offerings do you or your friends/family/colleagues wish were in the County?
- Do you like the small-town atmosphere in Tooele County or do you want it to have all the amenities of Salt Lake City, like Costco, Sam's Club, and more restaurants?
- Do County staff actively participate in professional organizations such as ICSC? (international retail attraction organization)

Interview Section Six: Commercial/Industrial Development

- What does Tooele County need to do to become a regional manufacturing and transportation hub?
- What strategies should Tooele County's large industrial parks use to fill with tenants?
- What are the top three locations for commercial development in Tooele County?
 - Do these locations have the infrastructure and land use designations to be shovel ready?
- What is the relationship between commercial real estate brokers and the jurisdictions within Tooele County?

Interview Section Seven: Diversity, Inclusion, and Sustainability

- Are issues related to lack of diversity and inclusion a notable challenge for Tooele County?

If yes...

Tooele County Economic Development Strategies

- Tell me more about this.
 - What types of organizations struggle most with a lack of diversity and inclusion?
 - What are the key problems?
 - What can be done to enhance diversity and inclusion?
- Is the dry climate/lack of water availability a top issue for Tooele County?

If yes...

- Can you please expand on the issue? What are the key problems?
 - What can be done to tackle these problems?
- Do you know of any green products, processes, places or buildings planned for or already in the County that are notable?

If yes...

- Please tell me about them.
- What types of green products, processes, places or buildings would you recommend be considered by the County?
 - What are some key barriers to the development and implementation of green products, processes, places or buildings in the County?

Interview Section Eight: Life in Tooele County

- What would you say sets the County apart from other counties? What makes it special? What's its "hook?"
- What competitive advantages do you think Tooele has over neighboring communities?
- What is one thing that could be done to improve the quality of life in Toole?