

Key Points:

- Introduction
- Economic Development
- Downtown Revitalization
- Highway and Community Commercial
- Industrial Development
- Recreational Tourism
- Community Image
- Economic Goals

4.1 INTRODUCTION

Pursuing and maintaining a healthy economy is a top priority of the City of Roosevelt. Quality economic growth is linked to the creation of quality jobs, a benefit to present and future generations. Economic development can generate a new tax base which helps keep property taxes low while at the same time provide increased tax revenues to fund improvements in City, County, and school district services.

The City also recognizes the importance of supporting existing employers and commercial taxpayers and encouraging their growth within Roosevelt as a means of sustaining the economic base of the community. Studies show that most new job creations in communities are a result of the growth of existing businesses.

4.2. ECONOMIC DEVELOPMENT

Historically, the economy of Roosevelt has had a strong relationship with the energy industry, and the city has acted as a regional center for commercial needs and municipal

services. Although these roles have had various levels of importance over the years, the future of Roosevelt's economy will depend greatly on the success of diversifying commercial strength in these areas.

Economic development in Roosevelt can be categorized in the following areas:

1. Downtown Revitalization
2. Highway and Community Commercial Development
3. Industrial Development.
4. Recreational Tourism

An economic development plan should be prepared in order to achieve the results desired by the community. The preparation of the plan should be done in coordination with the Duchesne County Chamber of Commerce.

*Downtown is the
heartbeat of
Roosevelt.*

4.3. DOWNTOWN REVITALIZATION

Why Downtown Is Important

Downtown is important to Roosevelt for numerous reasons, as follows:

- Downtown is where the historic community center for the early settlements in the area.
- Downtown is the heartbeat of Roosevelt. It is the place where people gather, where parades are held, and the area of town visitors see most often.
- Downtown is Roosevelt's best opportunity to retain a sense of community character and identity.
- Downtown revitalization is a fiscally conservative endeavor in regards to existing infrastructure and the ability through higher density to service more businesses and residents per linear foot than in lower density suburban areas.
- A healthy and vibrant downtown contributes to the community's overall quality of life.

EXHIBIT 7. DOWNTOWN AREA MAP

*The revitalization
of Downtown
Roosevelt must
become a high
priority.*

Once regarded as the prime location in Roosevelt for commercial enterprise, and following a period of slight decline, the downtown area is ready to re-establish its identity and plan for successful future use. Several key issues will become important to revitalization, which should be identified in a detailed Downtown Strategic Plan.

Downtown Strategic Planning

A vital inclusion of the City's economic development plan is a section of strategic planning for downtown revitalization,

*A strategic
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should be prepared
and followed.*

which should also act as an appendix to this chapter. To implement the goals, the establishment of a broad-based local group which will forward the improvement of Downtown as its singular mission must occur. The revitalization of Down-town Roosevelt must become a high priority for the community.

Key issues that should be included in the downtown strategic plan include:

- Attraction of a new major anchor at either end of the downtown area could help attract the attention of additional prospective investors in the area.
- Attraction of new retail and commercial business.
- Restoration and improvement of older structures.
- More special events held at the Old Mill Park and in the downtown area.
- Preparation of a business development and revitalization plan.
- Possible establishment of a new Downtown Redevelopment Agency.
- Restoration of historic buildings and storefront facades.
- Establishment of architectural design and theme requirements.
- Installation of streetscape elements.

Some of the current buildings on Main Street (200 East) are old, dilapidated, and may have problems relative to current building and safety code issues. In some cases, the buildings do not present a positive image. Redevelopment options need to be explored by the City and the property owners to upgrade these important buildings. Acquisition and removal of some of the buildings may need to occur in some cases. In others, a restoration or upgrading of the building façade may be the desired objective.

Business activity is a key component to the success of revitalization in the downtown area, which should largely focus on retail business, with some supporting professional services.

4.4. HIGHWAY AND COMMUNITY COMMERCIAL

Commercial business development along Highway 40, especially west of downtown, has created an important area for economic growth in Roosevelt. This area will continue in importance as additional commercial developments occur. However, developments have lacked cohesive and attractive development design, demonstrating the need for establishing architectural and development design standards, including streetscape design elements.

A business development and diversification section within the economic development plan should be prepared to give direction for the attraction of desired and needed businesses, as well as prepare guidelines for development design. The implementation of such a plan will benefit the future success of commercial development in this area. Business identified as needed in the community include many types of retail, restaurant, lodging and entertainment businesses.

A key element of the economic development plan should be the support of the maximizing and expansion of the local telecommunications and medical service businesses.

4.5. INDUSTRIAL DEVELOPMENT

Industrial development in Roosevelt for years has largely been centered on the energy industry. Changing energy needs and economic situations have caused significant impacts to the economy of the Roosevelt community. It will be important to focus efforts towards diversification into other industries and manufacturing businesses, while maintaining a stronghold in the future of the energy industry.

There are two key areas of town for future industrial development in Roosevelt: 1) continued industrial development near the airport on the west side of town and 2) the development of a future industrial / technological park on the north side of town.

West Side Industrial Uses

Currently, several industrial and manufacturing type uses are scattered along Highway 40, both within and outside of cur

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rent City boundaries. A large area south and east of the airport is available for industrial and manufacturing business expansion. Roadways and infrastructure in this area need to be upgraded to provide for quality access and efficient development.

Developing a North Side Business / Technological Park

North of Roosevelt, on the east side of State Street is an area planned for a future industrial business and/or technological park, which could provide development opportunities for attracting high-tech and professional businesses as well as light manufacturing industries to Roosevelt. A conceptual plan should be prepared for the future development of this area.

4.6. RECREATIONAL TOURISM

Promoting recreational tourism to Roosevelt and regional attractions is another opportunity to positively impact the local economy. Area attractions include opportunities for golfing, camping, hunting, fishing, and four-wheeling with recreational vehicles. Working in association with Duchesne County and regional travel agencies, the City can actively assist the promotion of tourism. To do this effectively, marketing strategies need to be defined and resources dedicated. Efforts should be increased towards promoting Roosevelt, with its special events and nearby recreation opportunities, as a destination for travelers and outdoor sports enthusiasts.

Unique characteristics of the community and the surrounding areas should also be identified and emphasized. Continued and increased emphasis should occur in promoting and building upon special events such as the U.B.I.C Festival, and the Holly Fair, as well as other potential events.

4.7. COMMUNITY IMAGE

Good community image can have positive long term economic benefits for a city. Promotions should focus on the community as a great place to live, work and play. Roosevelt should be shown as a community which offers opportunities

Strong quality of life factors in Roosevelt should be emphasized:

➤ *Clean, safe and beautiful environment*

➤ *Family-friendly community*

and services in all areas of life. Strong quality of life factors existing in Roosevelt should be emphasized, such as a clean, safe and a beautiful environment, a family-friendly community, great recreation facilities and programs, great special events, and excellent medical services.

Beautification efforts along Highway 40, in the downtown area, at community gateways and throughout the community, as described in Chapter 3, will have significant impact on improving the community image. New residents, including both work force and retirement-aged people, will be attracted to looking at making Roosevelt their home. More travelers will see Roosevelt as a nice destination and possible future home rather than a place they pass through. More companies will look to Roosevelt as an attractive community in which to do business.

GOALS

Goals	Strategies	Actions	Timing	Agency
1. Seek diversified economic development in the city.	A. Prepare a strategic economic development plan to include downtown revitalization, highway and community commercial, and industrial development.	i. Prepare a plan with the cooperation of Duchesne Chamber of Commerce and local businesses.	Ongoing	City Council City Admin.
		ii. Find / encourage more local business investors.	Ongoing	City Council City Admin.
		iii. Establish and support a small business incubator program.	0-2 years	City Council City Admin., Chamber of Commerce
2. Establish a plan and procedures to	A. Develop strategic planning and goals for Downtown revitalization.	i. Create a local business downtown advisory board.	0-2 years	City Council City Admin.

Goals	Strategies	Actions	Timing	Agency
<u>revitalize downtown.</u>		ii. Encourage existing downtown businesses to expand and to remain open longer on nights and weekends.	Ongoing	City Council City Admin.
		iii. Plan and develop new parking facilities in the downtown area.	0-5 years	City Council City Admin.
		iv. Review potential for re-establishing a Redevelopment Agency for downtown.	0-2 years	City Council City Admin.
3. Establish a plan to promote <u>new commercial business.</u>	A. Develop strategic planning and goals for highway and commercial business development.	i. Organize a grass roots effort to attract and develop more lodging businesses.	0-2 years	City Council City Admin.
		ii. Encourage the development of new retail, restaurant and commercial business.	0-10 years	City Council City Admin.

GOALS

Goals	Strategies	Actions	Timing	Agency
3. (Cont.) Establish a plan to promote <u>new commercial business.</u>		iii. Support the maximizing of local telecommunications infrastructure/services.	Ongoing	City Council City Admin.
		iv. Support the continued expansion of local hospital and medical services.	Ongoing	City Council City Admin.
4. Establish a plan to promote <u>new industrial business.</u>	A. Develop strategic planning and goals for continued industrial	i. Continue support for new energy-related industrial business.	Ongoing	City Council City Admin.

Goals	Strategies	Actions	Timing	Agency
	development.	ii. Continue support for the development of light manufacturing business.	Ongoing	City Council City Admin.
		iii. Promote the development of new high-tech industry business.	Ongoing	City Council City Admin.
5. Promote <u>recreational tourism</u> in the Roosevelt area.	A. Work in association with the County and travel regional agencies.	i. Develop and define tourism marketing strategies in which the City can participate.	0-5 years	City Council, City Admin.
		ii. Dedicate resources to meet the objectives of the tourism marketing strategies.	Ongoing	City Council City Admin.