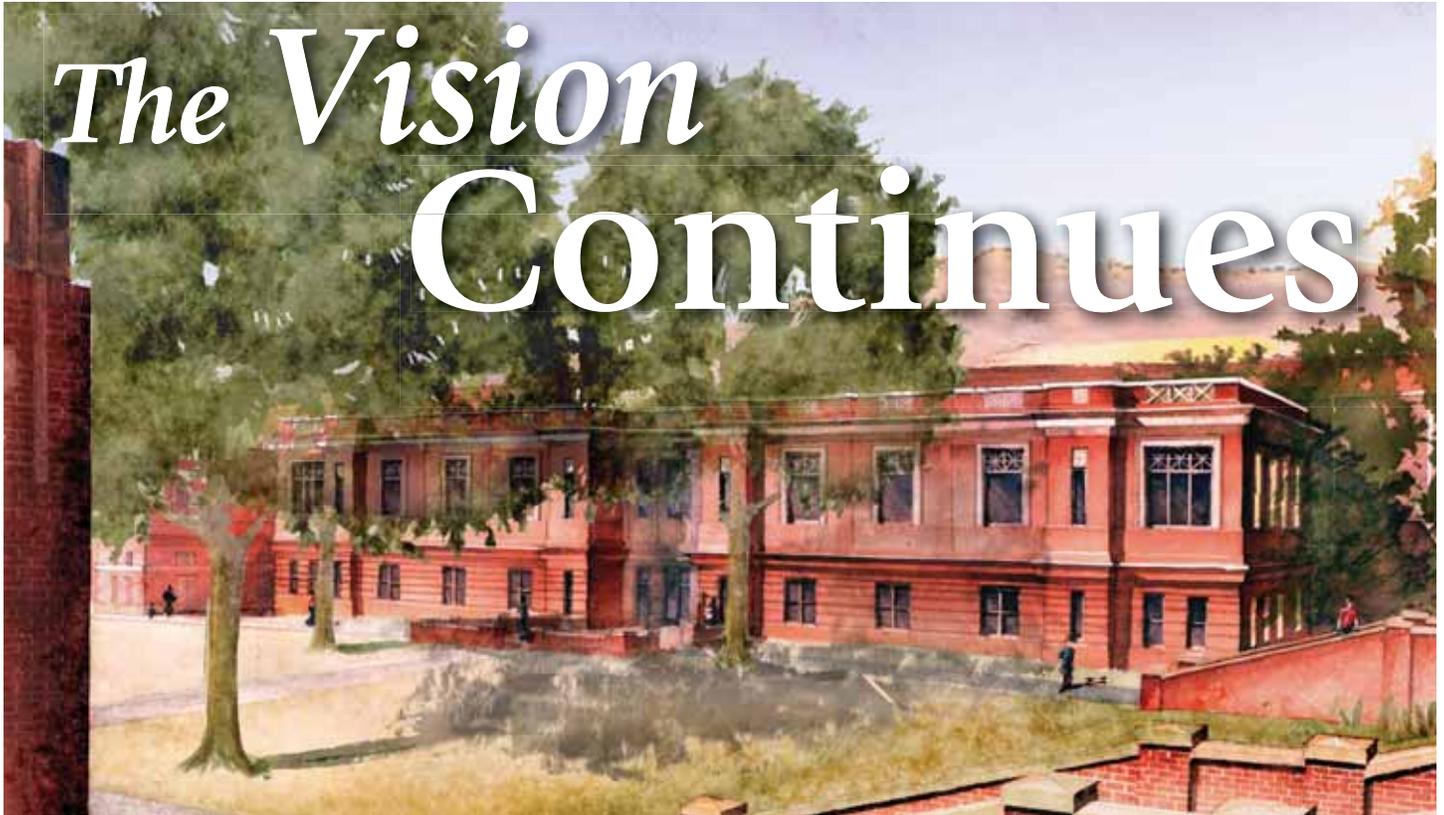


# The Vision Continues



## CEBA — A PLAN FOR THE FUTURE

Governor Jon Huntsman, Jr.'s "Plan for Economic Revitalization for Utah" inspired community members from Kane County and the surrounding areas to develop a unique and innovative regional economic development model called the *Center for Education, Business, and the Arts* (CEBA).

CEBA is designed to:

- enable education of the workforce
- provide business and entrepreneurship training
- attract conferences, seminars, and corporate retreats to Kane County

The CEBA facility will be a crucial component of long-term plans to achieve successful economic revitalization in the region. It's success could serve as a model for

economic development in other rural areas across the United States.

### The CEBA Model

Rural counties in Utah face major challenges in achieving economic prosperity. New technologies allow entrepreneurs and local businesses in rural communities to compete in the global marketplace. However, keeping current with new technologies requires a more educated workforce. Unfortunately, educational attainment in Utah is at an all time low. For rural communities in Utah to become competitive and successful it is vital for the local population to have access to better educational opportunities. An educated labor force is crucial to ensure economic growth and prosperity in the region and across the United States.

Tourism in Kane County is one of the largest revenue-generating industries

### CEBA EXECUTIVE STEERING COMMITTEE

Karen Alvey  
Dan Hulet  
Stephen Lisonbee  
Jim Matson  
Ed Meyer  
Christina Schultz, Chair  
Jim Sorenson

and creates demand for local goods and services. The majestic beauty of the area will be a major factor in attracting conference, seminar, and retreat attendees to CEBA. Stimulating the local economy in this way is a vital component of long term plans to achieve successful economic revitalization in Kane County and surrounding areas.

**For more information, contact CEBA Executive Steering Committee Chair,  
Christina Schultz at [schultz@dixie.edu](mailto:schultz@dixie.edu) or 435-652-7542.**

## DIGITAL MEDIA

John Ford, one of the greatest directors of all time, filmed in the rugged Kane County area for its prime “Western” location. This rich heritage will continue with CEBA offering modern, digital media opportunities.



## VISUAL ARTS AND WESTERN LITERATURE

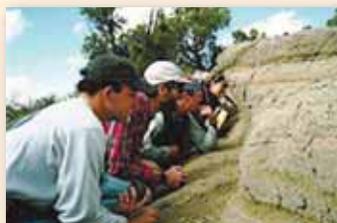


The beauty of the area makes an ideal setting for visual arts classes and training, such as painting.

Zane Grey traveled extensively in the region and is reported to have penned all or a portion of *Riders of the Purple Sage* in Kanab. Western art and literature will continue to thrive through CEBA.

## PHYSICAL AND LIFE SCIENCES

Rich in geological treasures, Kane County and the surrounding region are ideal for programs and “outdoor classroom” experiences in the Physical and Life Sciences.



## PET SCIENCES

The world-renowned profile of Best Friends Animal Society will enhance CEBA's pet sciences programs.



## ASTRONOMY

Stargazing under the dark skies of Kane County is a favorite pastime of local residents and visitors. CEBA astronomy programs will reach wide audiences of students as well.



## NATURAL RESOURCE-BASED TECHNOLOGIES



CEBA's natural resource-based programs will include forestry.

In this mineral-rich area, part of CEBA's programming will focus on mining.



Water resources within the region will also be a target area of CEBA's programs.



## BUSINESS AND ENTREPRENEURSHIP EDUCATION

Business training and professional development are essential to economic growth. CEBA will offer business and entrepreneurship opportunities.





# CEBA—A Model Capitalizing On Local Assets And Resources

Traditionally, the remoteness and small scale of rural areas such as Kane County hinders economic growth. The lack of a skilled labor force makes it difficult to attract higher paying employers to the area. In turn, fewer higher paying jobs lead students to miss the connection between education and the ability to find higher paid employment that can sustain a family. The CEBA model is designed to address this issue by offering the following programs and services:

## Traditional “degree-seeking” programs to meet community demands

Because of the widely-dispersed population of Kane County, success depends on using multi-media and distance education tools to deliver college-level courses to remote areas in the region. These programs will be supplemented by “outdoor classroom” opportunities that take advantage of the unique topography of the region.

## Business and Entrepreneurship Education

Kane County is home to businesses that are committed to educating their workforces to be more capable and productive. This type of education will include: career

training, professional development, and small business and entrepreneurship education.

## Enrichment Courses

Courses in the arts and other areas of specialized personal interest will help create a well-rounded education and an enhanced appreciation for culture.

## Conferences, Seminars, Corporate Retreats, Meetings and Training

CEBA programming will be designed to highlight the region’s diverse history and assets. These programs will allow the community to demonstrate capabilities in areas such as:

**Digital Media:** enhancing opportunities with educational partners while continuing Kane County’s long history with the film industry;

**Visual Arts and Western Literature:** tied to nationally recognized artists and writers who have lived and worked in the region;

**Physical and Life Sciences:** linked directly to the resources of the Grand Staircase-Escalante National Monument and the neighboring national parks and public lands;

**Pet Sciences:** coupled with the worldwide profile of Best Friends Animal Society;

**Natural Resource-Based Technologies:** enhancing the potential for

appropriate development of forestry, mineral, energy, and water resources within the region;

**Astronomy:** featuring Kane County’s nationally-renowned dark skies.

The multi-faceted CEBA model takes a unique approach to these issues. CEBA will attract higher paying jobs to Kane County through a long-term strategy geared toward adding value to the area’s already distinctive resources. Tourism and other service-sector jobs will be supplemented with higher paying employment related to science and technology. Conferences, seminars, corporate retreats, meetings and training opportunities will attract individuals and businesses to the area and further stimulate economic growth in Kane County.

Collaborative regional and local planning efforts by residents of Kane County and the surrounding areas to revitalize the region served as a catalyst to develop the CEBA model. A focus on education, training, and technical assistance combined with capitalizing on local assets and resources could enable opportunities for business development in rural communities not only in Kane County, but across the state and the nation.

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**For more information, contact CEBA Executive Steering Committee Chair, Christina Schultz at [schultz@dixie.edu](mailto:schultz@dixie.edu) or 435-652-7542.**  
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