

Chapter 4: Economics

4.1 Introduction

Kanab City is motivated to pursue and maintain a healthy level of economic growth. Such growth can expand the tax base while providing more employment opportunities and better schools and public services.

The City also recognizes the importance of establishing and maintaining an appropriate level of community sustainability. The export of native goods and services

Goal:

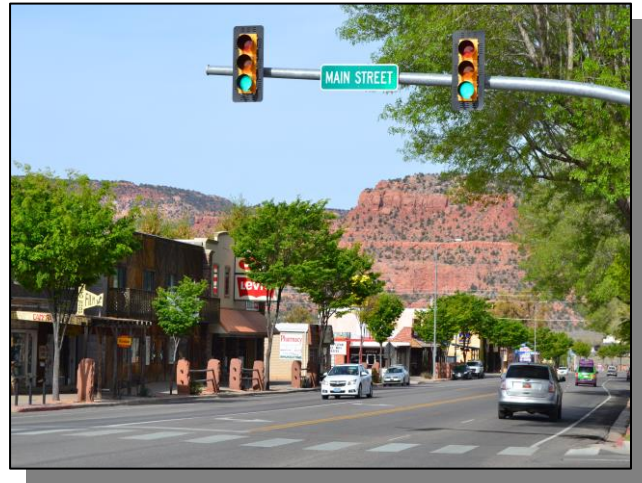
Support positive economic development.

- Gather and maintain data on businesses looking to relocate.
- Assist local business retention / expansion.
- Increase programs to market and promote Kanab.

to nearby communities can provide long-term benefits to Kanab. Those benefits will be in terms of business opportunities, stable employment and increased economic well-being.

Kanab acts as a regional center for commercial needs and services in Kane County. Kanab has stayed on the cutting edge of high speed broadband internet service, opening up opportunities for expanded education and complex business operations. Building upon existing opportunities and services becomes important as Kanab continues to fill this important role in the region.

Kanab will strive to maintain and improve its strong community image. The City will Emphasize strong quality of life factors such as clean, safe environment, and family-friendly community., with educational and recreational opportunities. Quality of place is exemplified with the abundant outdoor recreational opportunities of nearby of national, state park, and public lands. Beautification throughout the community, in the downtown area and along entry-corridors will have a positive impact upon community image.



4.2 Economic Development

It is the City's intent to achieve the most desirable results in economic development pursuits. Kanab City recognizes that economic development committee efforts should focus on:

- Revitalizing the downtown area of Main Street.
- Attracting and developing new business and industry that can offer Kanab new jobs and diversified economic vitality.
- Encouraging the retention, development and expansion of existing businesses.
- Enhancing tourism to Kanab and outdoor recreation opportunities.
- Maintaining and improving community image.
- Maintain and promote Kanab as a great community to live, work and play.

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- Cooperating with state and regional agencies which can assist and bolster Kanab's economic development efforts.
- Preservation and expansion of the remaining resource-based economy.
- Encouraging community conversation in Kane County Center for Education, Business, and Arts (CEBA) operations.
- Reviewing how ordinances support or inhibit economic development.
- Promoting diversified economic development.
- Encouraging a business friendly attitude.
- Promoting the establishment of a reliable fiber optic broadband network throughout the City to support growing and new industry.

Current Industries

As the recreational and commercial center of the region, Kanab has an extensive array of businesses. Some of the largest employers include Stampin-up and Best Friends Animal Sanctuary. Kanab is also the hub of several governmental operations. It is the seat of Kane County, home of the Kanab Field Office of the Bureau of Land Management, Grand Staircase Escalante National Monument, the Kane County Hospital and the Kane County School District offices.

Labor Force

The Kanab labor force was listed at 2,256 in the 2010 US Census, which remains a good approximation for the current force.

A unique characteristic of Kanab's labor force is the mix of service sector jobs with its skilled labor force. As a magnet for tourism, Kanab City employs many in the Leisure and Hospitality industry, which comprises nearly half of the City's workforce. With large swaths of public lands in the area, several residents are also employed in the public sector. Several other industries, including financial, professional, scientific, and technical services have seen growth in recent years. To provide for future needs, the Kane County School District has expanded its facilities, with the addition of an Applied Technology Center (ATC) building to provide training in high-skilled, technical, mechanical and scientific areas.

Goal:

Attract positive business and industry.

- Encourage experiential retail (bookstores, crafts, restaurants).
- Encourage the development of entertainment business, i.e., cinemas, bowling, etc.
- Focus industrial attraction efforts on clean, light manufacturing and technology.
- Increase efforts in rebuilding resource based and extractive industries.

4.3 Attracting Business and Industry

During the 2013 public input portion of the General Plan update, there were differing opinions as to what types of business and industry was most suitable for Kanab. Many residents were opposed to anything but light industry being allowed with others in favor of attracting heavier industries. All were in favor of supporting established, local businesses and attracting high-tech industries to the area. Combining

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efforts with the Kanab Chamber of Commerce and Kane County to support these goals was encouraged.

The public survey identified several unmet commercial and retail demands and community needs as follows:

- #1 – More eating establishments – including sit-down restaurants
- #2 – Retail clothing stores
- #3 – Entertainment establishments
- #4 – Medical care
- #5 – Movie Theater
- #6 – Department stores

4.4 Downtown Revitalization

Downtown Kanab is currently a functioning and valuable economic area, although it is recognized as needing continued support and improvement. The community will pursue the following elements to preserve and revitalize downtown.

- Historic preservation
- Streetscape improvements
- Downtown redevelopment
- The attraction of retail / commercial
- Focus support of local businesses
- Efforts to fill vacant commercial spaces
- Support and encourage existing and new event opportunities



4.5 Tourism

Kanab has long been known as a center for visiting the many natural scenic wonders in the region, and tourism plays a strong role in the local economy. Tourists are drawn to Kanab on a regular basis due to its proximity to several National and State parks, including:

- Grand Canyon National Park
- Glen Canyon National Recreation Area (Lake Powell)
- Zion National Park
- Cedar Breaks National Monument
- Bryce Canyon National Park
- Capitol Reef National Park
- Pipe Spring National Monument
- Coral Pink Sand Dunes State Park
- Kodachrome Basin State Park
- Paria Wilderness Area
- Grand Staircase Escalante National Monument
- The Wave of Coyote Buttes

Goal:
Support and promote community events.

- Foster success of the Western Legends Round Up and other events.
- Create an events committee to explore potential new events.
- Provide funding to assist development of new events.

As other areas of economic development are developed, a continued emphasis on enhancing the tourism industry should remain a City priority. Working with Kane County and regional agencies, the City can actively assist the promotion of tourism. To do this

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effectively, marketing strategies need to be defined, and the necessary resources need to be dedicated. Efforts should be increased towards promoting Kanab, as a destination for travelers and outdoor sports enthusiasts. Additionally, efforts should focus on tourism amenities and services that are long term/permanent, as well as exploring methods to increase senior-related tourism.



4.6 Economic Goals			
Goals	Strategies	Actions	
1. Support positive economic development.	A. Increase efforts in re-building resource based industries.	i. Gain support through local and state government.	
	B. Gather and maintain data on businesses looking to relocate.	i. Participate in the Sure-Site Program.	
	C. Assist current local businesses in retention and expansion.		i. City Council and Planning Commission regularly visit Kanab City businesses.
			ii. Provide Customer Service training once per year at local business summit (Raising Kane).
			iii. Explore Small Business Development Center (SBDC) and the Dixie Business Alliance review programs.
			iv. Work closely with the Kanab Chamber of Commerce.
	D. Increase programs to market and promote Kanab economically.		i. Attraction of entrepreneurs in wellness, recreation industry, geriatric healthcare services, and government agencies.
			ii. Create and maintain a database which inventories assets, businesses, exports, and the workforce.
			iii. Cooperate with and encourage community conversation with Kane County Center for Education, Business and the Arts (CEBA).
			iv. Review how ordinances support economic development.

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4.6 Economic Goals		
Goals	Strategies	Actions
1. Support positive economic development. (cont.)	D. Increase programs to market and promote Kanab economically. (cont.)	v. Maintain a business friendly attitude.
	E. Promote the establishment of a reliable fiber optic broadband network throughout the City to support various industries.	i. Work with area broadband providers to remove barriers to improve the network ii. Coordinate with broadband providers with utility projects to reduce costs of deployment.
2. Attract positive business and industry.	A. Focus economic development efforts on attracting specific business types.	i. Encourage the development of entertainment business, i.e., cinemas, bowling, etc.
		ii. Focus industrial attraction efforts on clean, light manufacturing and technology.
		iii. Increase efforts in re-building resource based and extractive industries in the area.
3. Continue the economic revitalization of downtown.	A. Explore opportunities to establish a business assistance program.	i. Work with State agencies to foster program assistance.
		ii. Focus efforts on filling vacant store fronts.
	B. Continue efforts towards streetscape improvements and historic preservation.	i. Create incentive programs for façade and streetscape improvements and historic preservation.
4. Continue support for and promotion of community events.	C. Create a community development area.	i. Put the mechanics in place to allow Kanab City to capture the tax increment from projects happening in the downtown so that funds can be applied to the proposed public projects.
		A. Foster continued success of the Western Legends Round Up and other events.

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4.6 Economic Goals		
Goals	Strategies	Actions
4. Continue support for and promotion of community events. (cont.)	A. Foster continued success of the Western Legends Round Up and other events.(cont.)	ii. Explore possible new winter and Christmas events, with additional town decorations.
		ii. Develop and define tourism marketing strategies in which Kanab City can participate.
		iii. Prepare marketing strategies which promote regional outdoor recreation.
		iv. Establish, sponsor and promote additional regional attractive special events.
		v. Support, sponsor and promote additional athletic events and tournaments.
		vi. Promote the new golf course – with “Stay and Play” packages.
		vii. Encourage and support measures to increase economic development in the shoulder season.