



# COTTONWOOD HEIGHTS BUSINESS FRIENDLY CITY

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*Cottonwood Heights has built a reputation for fast, efficient and friendly service when working with business owners, residents, developers and contractors.*

# COTTONWOOD HEIGHTS

## We're Serious About Business

Cottonwood Heights has become a premiere location for business owners. The city's mission to create a thriving professional environment that supports community values and goals, and attracts companies and entrepreneurs with a comparable vision, offers an unbeatable business atmosphere.

Located at the gateway to Big and Little Cottonwood Canyons, and bordering on Interstate - 215 with three main interchanges, Cottonwood Heights is the place to be if you are looking to start, expand or relocate a business.

### COTTONWOOD HEIGHTS COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT

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# COTTONWOOD HEIGHTS

## DEMOGRAPHIC INFORMATION

Cottonwood Heights is the ideal place to live, work and play. The city takes pride in its connected economy that promotes successful business endeavors while offering an unparalleled lifestyle that includes an abundant of outdoor recreation and great schools, and is a progressive, technology-driven community.

**Total Population:** 34,300

**Total Households:** 12,215

**Average Income:** \$76,684

**Median Age:** 37 years

**Education:** 49% of adults hold a Bachelors, Graduate or Professional degree

**Median Home Price (2015):** \$305,700

### Business Profile

Nearly 1,400 businesses are located in Cottonwood Heights

Commercial businesses: 750

Home-based businesses: 550

Short Term Rentals: 75

Office Space: 2.7 million sf (Office lease rates equal to downtown Salt Lake City)

Daytime Population: 27,895

Trade Area Population: 401,351

More than 54 dining options located in the city

### Top Businesses located in Cottonwood Heights:

JetBlue Airways	Regence Blue Cross	SOFI
Fusion IO	RizePoint	Extra Space Management
Master Control	Target	Instructure
Home Depot	Navitaire	Imagine Health
Dynatronics	Nuterra Partners	Hines Global REIT II
Trader Joe's	Bambu Restaurant	Sierra Trading Post

### Growing Industries:

Information Technology/Software Development

Healthcare

Biotechnology/Life Sciences

Programming Services

## Improved Access to Information

To help individuals find information regarding business licensing, building permits, fees and processes, the Cottonwood Heights Community and Economic Development Department (CHED) conducted a thorough examination of practices and procedures, as well as conducting an inventory of forms, web links and online information.

As part of the process to streamline how we conduct business, the department revised all forms and applications to be more user-friendly. By providing electronic, fillable forms that could be completed online or in-person, the application process to receive a license or permit at Cottonwood Heights was simplified. From the city's website, potential business owners have the availability to access the State of Utah's OneStop to facilitate business registration. They can also find contact information for a variety of state departments and agencies. Procedures have been updated so businesses can receive their business license in an average of 7-10 days; often less.

Find the applications and more information at [cottonwoodheights.utah.gov](http://cottonwoodheights.utah.gov).

## Improved Communication

Measures were put in place so businesses have access and a direct connection to city hall. The position of Business Development Coordinator was created to serve as a liaison between the city and the business owners in Cottonwood Heights. The full-time coordinator walks each applicant through the business licensing process, and creates a relationship with the owners that continues the entire time they are a business in the city.

A new website, [CHBusiness.org](http://CHBusiness.org), is geared to businesses in the city to help them feel connected. Social media pages relating to all of the activities, events, and happenings were set up for Cottonwood Heights' business owners, and administered by the coordinator. The sites promote local businesses, and keeps owners informed of activities in the area.

A monthly email newsletter is sent to business owners highlighting programs, spotlighting new businesses, and promoting educational opportunities, ribbon cuttings and grand opening celebrations within the city.

Phone calls and emails are answered the same day, if possible, but no longer than 24 hours.

Business owners are encouraged to contact city hall with any concerns, suggestions or ideas for improvement. Additionally, new businesses are invited to attend a free luncheon with CHED officials (held on a monthly basis) that educates them about the CHBA and gives

# COTTONWOOD HEIGHTS

them an opportunity to network with other new business owners. By creating relationships with each business owner, city officials have the opportunity to connect them with other businesses that could complement or support their goals. This innovative approach has yielded big gains with the business community in Cottonwood Heights.

## Building Relationships

To facilitate economic growth in Cottonwood Heights, city leaders have built relationships with many of the key players in the state's economic development team. They have also reached out to business leaders, residents, land owners and developers to create a united vision for the city. Some of those partnerships include:

- Governor's Office of Economic Development
- EDCUtah
- Utah Office of Outdoor Recreation
- Wasatch Front Regional Council
- Utah Department of Transportation
- Utah Business Licensing Association
- Utah Transit Authority
- Salt Lake County

## Business-Friendly Practices

- Fast business license approval
- Creation of the Cottonwood Heights Business Association
- Free ribbon cuttings with Mayor and City Council in attendance
- Free quarterly luncheons with Mayor
- Free monthly luncheons for new businesses
- CHBusiness.org site dedicated to economic development
- Free business listing on the CHBusiness.org website
- Free educational workshops 2-3 times a year
- Free social media classes
- Contact with the business coordinator through the licensing process and beyond
- Low-cost fee for city sponsored business expos
- Low-cost CHBA luncheons/breakfasts/after-hours events
- Monthly newsletter emailed to businesses
- Opportunities to promote a business event through the CHBA social media/website
- City-sponsored restaurant tour "Bites in the Heights" to promote local eateries