

Utah Outdoor Partners Survey of Businesses

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Purpose of the Study

Utah is currently experiencing a period of dynamic economic growth. Executives from 50 of the fastest growing companies in Utah were interviewed to determine the influence Utah's outdoor recreational opportunities have on location decisions, employee recruitment and retention, and the overall desirability of doing business in the state.

Executive Summary

Fifty Utah business leaders were surveyed for this study. Companies were selected based on rate of growth, revenue increases, or designation as part of Utah's Silicon Slopes. These businesses represented a wide array of industry sectors including service, manufacturing, and technology. Each business leader provided unique insight regarding the value he or she places on Utah's outdoor recreation opportunities as they relate to their businesses.

The businesses have significant experience as Utah companies, with the vast majority having operated in Utah more than six years and employing more than 50 employees. The survey examined a number of ways Utah's outdoor recreation opportunities relate to businesses, including location and expansion decisions and employee recruitment and retention.

Utah's outdoor lifestyle and access to a variety of outdoor recreation opportunities were among the most frequently considered factors when deciding to locate their business in Utah or to expand, in league with the ability to attract and retain workforce and high quality education.

These outdoor opportunities are seen as less influential in helping attract and retain employees, with factors such as career advancement opportunities and caliber of coworkers considered more influential. However, when given the opportunity to expand on the importance outdoor recreation has on their business and the Utah economy as a whole, "attracting and retaining employees" is the most common sentiment expressed.

Additional survey results suggest an appreciation of the value of outdoor recreation opportunities, with a majority of respondents indicating that access to outdoor recreation opportunities contribute a great deal to Utah's quality of life, Utah's economy, and the ability to attract high quality employees and good jobs to Utah.

This qualitative analysis provides insight on the value Utah businesses place on outdoor recreation opportunities and how this relates to the growth of their business.

Methodology

The Kem C. Garner Policy Institute surveyed 50 people in leadership positions at Utah companies about the value of outdoor recreation to their business and Utah's economy. Businesses that are fast growing, show revenue increases or rapid growth, or were recognized as part of the Silicon Slopes sector in 2017 were asked to participate in the survey.¹ The survey was offered as a phone survey or as an online survey depending upon respondent preference, and included both closed and open-ended questions. A total of 134 businesses were reached to participate in the survey.

The Gardner Policy Institute worked with Utah Outdoor Partners to create the questionnaire. Surveys were conducted in March and April of 2018. All individual responses are anonymous and aggregated.

Limitations

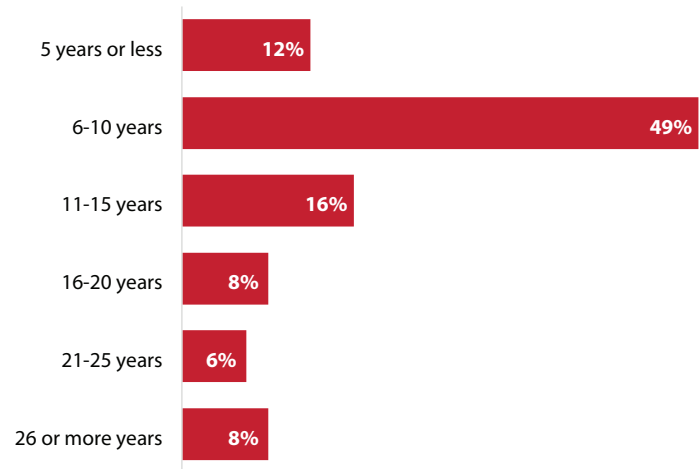
As with all qualitative research, results of this study are not generalizable to the larger population. Additionally, this survey represents only Utah businesses found on particular lists; these lists have their own qualifications to determine which businesses can be identified as the fastest growing. Attempts to reach leadership from every business were made, but not all were reached or agreed to participate.

Data and Findings

A descriptive and qualitative analysis of the value these fast-growing Utah businesses place on outdoor recreation opportunities -- and how this relates to their business decisions and recruitment -- is provided below. Appendices include the questionnaire and verbatim open-ended comments. The following analysis follows the order of the questionnaire.

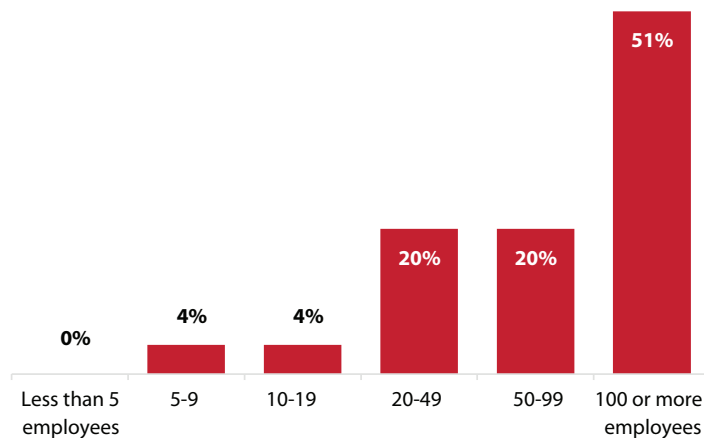
1. How many years has your business been in operation in Utah?

Most of the businesses surveyed have been operating in Utah for a considerable amount of time. Nearly half of businesses surveyed have been operating in Utah from between 6 and 10 years, and almost 40 percent of businesses surveyed have been operating in Utah for more than ten years.



2. How many full-time employees do you currently have at your business in Utah?

Businesses with more than 50 employees in Utah dominated the survey. A little more than half of businesses surveyed have 100 or more employees.

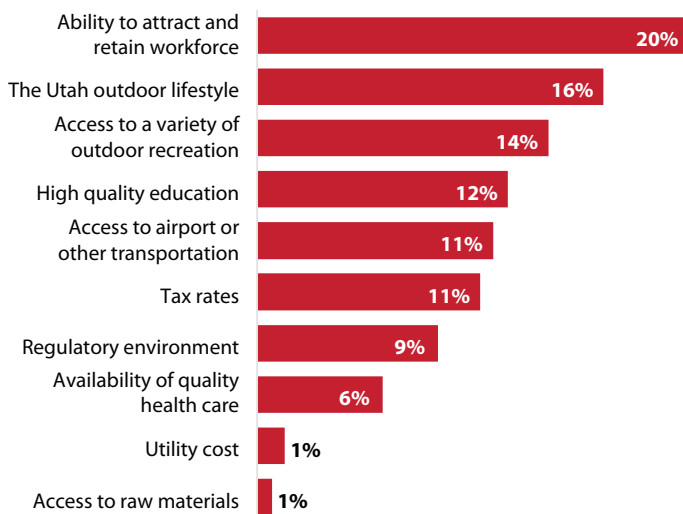


1. Businesses asked to participate in this survey came from one of the following lists, with some businesses appearing on more than one: Utah's Fastest Growing companies by Utah Business Magazine; Mountain West Capital Network's 2017 list of Utah's 100 fastest growing companies; Mountain West Capital Network's 2017 list of Top Revenue Growth Utah companies; Mountain West Capital Network's 2017 list of Emerging Elite Utah companies; or businesses listed in an April 2017 Silicon Slopes Forbes article.

3. Which of the following factors were considered in your company's decision to be located in Utah? (Respondent could choose all that apply)

Respondents were asked to indicate all factors considered in their company's decision to locate in Utah. The nine factors chosen for survey aimed to represent a sampling of the wide variety of concerns that businesses are likely to consider when deciding where to locate their company.

The most frequently chosen factor was the "ability to attract and retain workforce." The next two most frequently chosen factors related to Utah outdoor recreation opportunities, "the Utah outdoor lifestyle" and "access to a variety of outdoor recreation opportunities in parks, trails, mountains, deserts, and wildlife areas."



3a. Which of the same factors would be considered in future decisions to expand your business? (Respondent could choose all that apply)

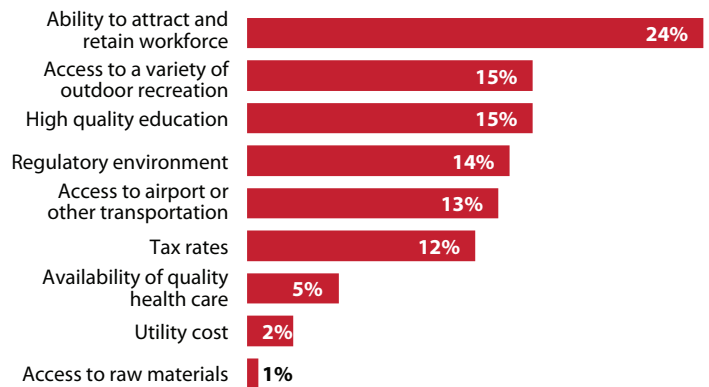
"Ability to attract and retain workforce" was again the most prominent consideration out of the nine factors when deciding to expand their business.

Respondents were given the opportunity to include any additional factors considered when deciding on where to locate or expand their business (full verbatim comments included in Appendix B). Access to a talented, educated and creative workforce, air quality, and a business-friendly climate are common themes.

"Clean air, as in we cannot continue to see this worsen."

"Availability of skilled technology workers – it's a challenge in Utah today."

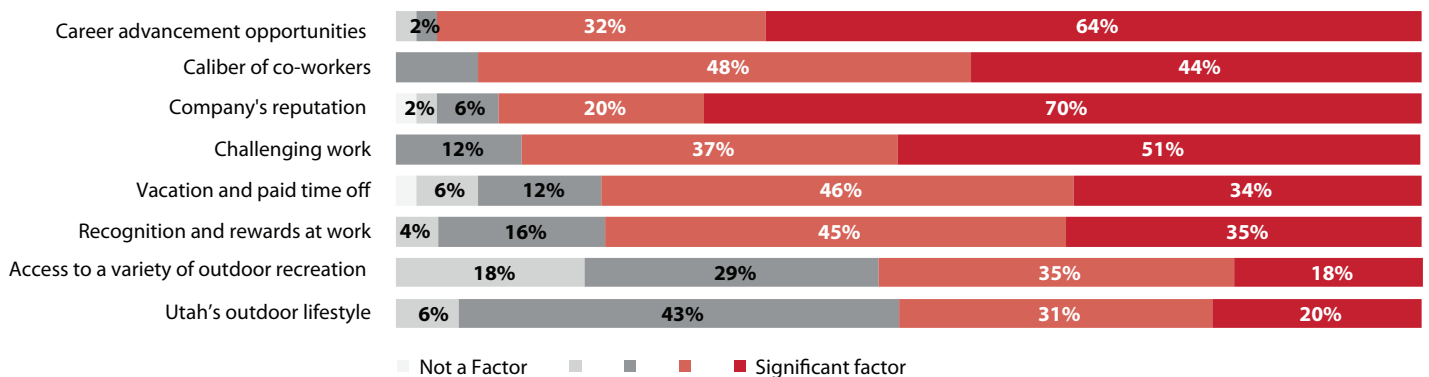
"Start-up ecosystem, capital funding environment."



4. Aside from compensation and benefits, how much of a factor are the following for your business' ability to attract and retain employees?

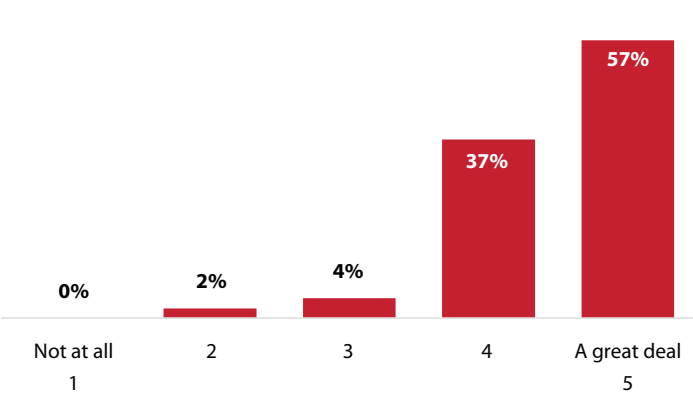
Of the eight factors considered that best allows their business to attract and retain employees, "career advancement opportunities" is regarded as the most significant at 96 percent. Outdoor lifestyle and recreation opportunities are seen as less

significant factors to attract and retain employees compared to the other options given. Still, about half chose each outdoor-related option as significant factors.



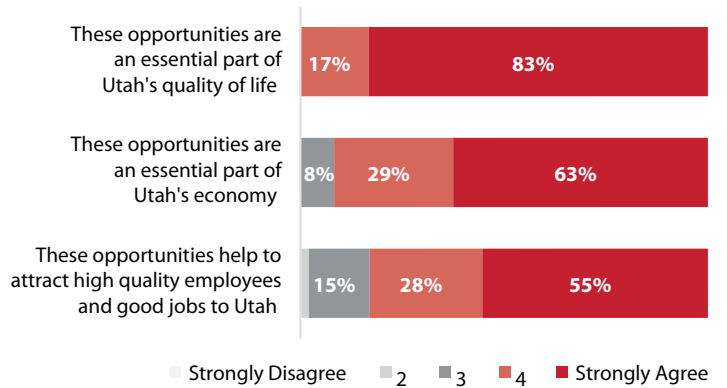
5. How much do you think access to a variety outdoor recreation opportunities, such as parks, trails, mountains, deserts, and wildlife areas contributes to the quality of life in Utah?

Business leaders appreciate the extent to which outdoor recreation opportunities contribute to quality of life in Utah. Almost 60 percent indicate access to outdoor recreation opportunities contribute “a great deal,” with 94 percent of all respondents answering positively.



7. What are your opinions regarding outdoor recreation opportunities and open space, such as parks, trails, mountains, deserts, and wildlife areas?

When considering recreation opportunities such as open space, such as parks, trails, mountains, deserts, and wildlife areas, 83 percent of respondents agree they attract high quality employees and good jobs to Utah, 92 percent agree these opportunities are an essential part of Utah’s economy, and 100 percent agree they are an essential part of Utah’s quality of life.



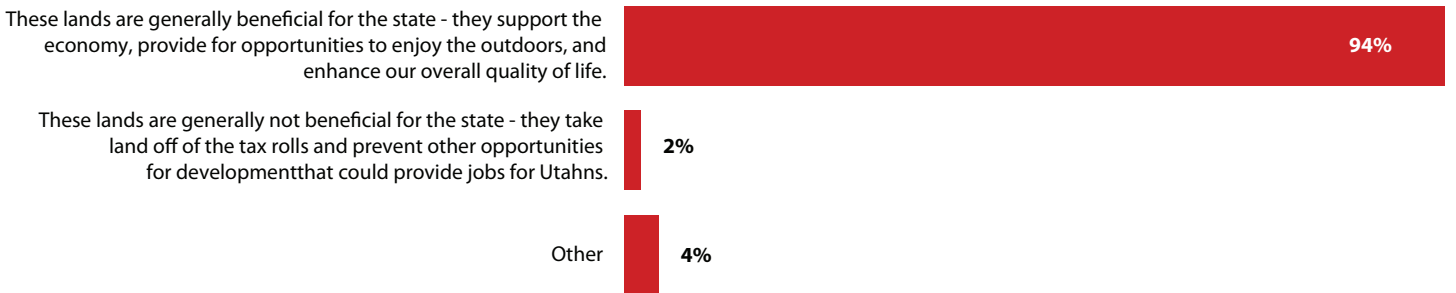
6. Which of the following two statements comes closer to your own opinion regarding how outdoor areas such as parks, trails, mountains, deserts, and wildlife areas relates to Utah's economy?

Given the choice of two statements regarding their approximate view of outdoor areas and land use, 94 percent believe outdoor areas benefit the state economy and quality of life. Two respondents opted to share an alternative opinion, an opportunity provided if neither choice matched their personal view:

“It is a good mix of both options. We need a common sense approach. Not entirely on either side. We must not pillage our resources, but we have to understand humans are part of the mountains, deserts, and wildlife areas as well. I feel like this

survey is going to have bad results, because you are lumping trails and parks into mountains, deserts, and wildlife areas. There need to be different approaches to trails and parks vs mountains, deserts, and wildlife areas. Badly written poll.”

“We are 100% reliant on the ski resorts for our primary business, Moab will be next so land use is a big factor for us.”



Open-ended Questions

Two open-ended questions were included at the end of the survey to capture business leaders' thoughts on the effect outdoor recreation opportunities have on their own business, and Utah's business environment as a whole. All verbatim comments are included in Appendix B.

8. Does Utah's access to outdoor recreation opportunities such as parks, trails, mountains, deserts, and wildlife areas contribute to your business? Why or why not?

Most respondents to this question answered in the affirmative. Many added specifics regarding how it assists them in helping attract and retain good employees:

"It brings a work/life balance that over time creates much value with happy, healthy, and emotionally sound employees."

"Yes, it creates an identity and way of life we can recruit to."

"If Utah did not have the great outdoor resources it has, I would never have located my business in Utah. Not only would I have not been interested in living in Utah, I would not have felt confident about attracting a talented and motivated workforce."

"We recruit people to move to Utah to work for our company and use the outdoor lifestyle as one of the attractions. Additionally, our company uses passes for several local outdoor activities as rewards for employees."

"It allows our workforce to work hard and play hard. It attracts talent from the big cities who want to 'slow down' their pace of life while still being professionally challenged."

Some answers varied by business type:

"We are in the luxury travel (home rental) business so without the ski resorts, trails in Moab, biking trails in the mountains we would be a less attractive destination."

"The sportsmen/sportswomen industry funds conservation through excise taxes on guns, ammo, fishing equipment, fuel, and many other sporting sales. We need these lands open for hunting and fishing for my company to thrive. All the hippies in the world should thank hunters for protecting their lands."

"Utah is a location our customers world-wide want to visit."

A handful of respondents indicate that outdoor recreation did not contribute to their business, mostly because their business is not recreation-related and/or all of their recruitment and hiring was in-state. Others indicate it is a benefit but that it does not outweigh other benefits such as "a low cost, highly educated workforce and the friendly regulatory environment."

9. How do these lands contribute to the overall business environment in the state?

Respondents expressed a variety of perspectives; many focused on the ability to attract employees, visitors and businesses to Utah:

"They help make what might otherwise be a less attractive for talent and growth state (landlocked, non-coastal) become quite attractive."

"Significantly. It is my belief that our access to outdoor recreation attracts a strong, talented and diverse workforce. Without it, we are North Dakota or Mississippi."

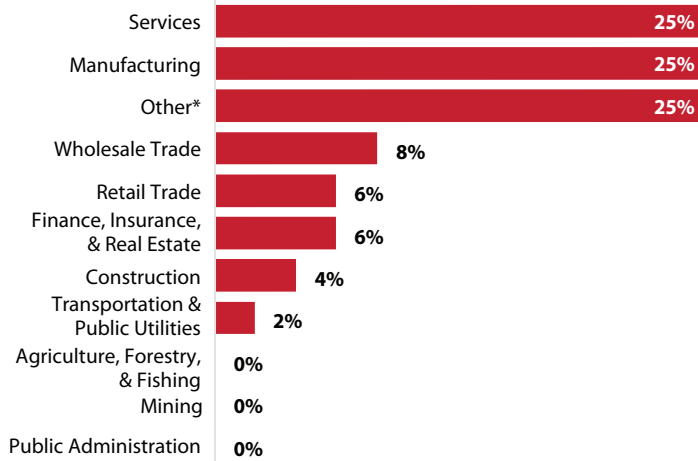
"It is what Utah is known for. More and more businesses factor quality of life into where they expand, and Utah has one of the strongest arguments in the country. Without it, Utah would probably mainly be known as LDS country where there are stricter liquor laws (reality or not). Instead, Utah has a very favorable impression with out-of-state business partners due almost exclusively to all of the amazing outdoor things you can do here all year long."

"...we find there is a distinct correlation between individuals who avidly avail themselves of outdoor activities and those that perform well on the job."

Others focused on the value of having the work/life balance afforded by Utah lands, allowing for "an opportunity to unwind and relieve stress, while allowing access to the great outdoors."

Respondent Profile Questions

10. Which of the following best describes your business?

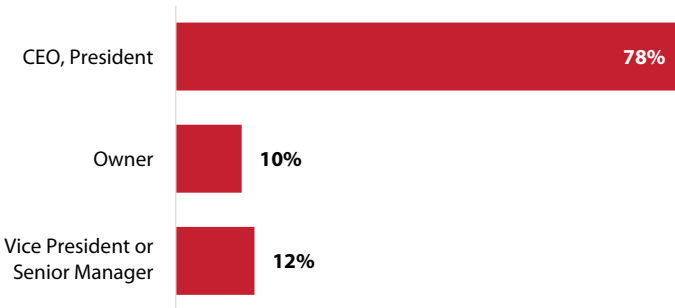


*"Other" responses provided:

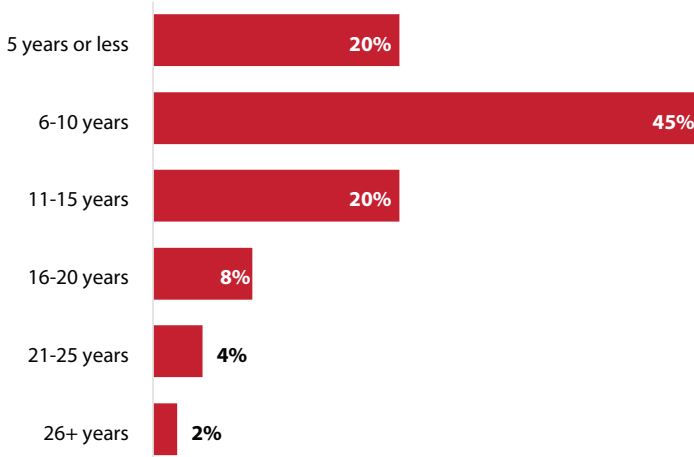
- Technology and Software (18% of total sample)
- Luxury Vacation Rentals, Real Estate
- Logistics
- Food & Beverage

Half of the respondents lead businesses in the services or manufacturing industries. Another 18% lead technology and software companies.

11. Which of the following best describes your function at the company?



12. Years Spent in Company Management Position



Conclusion

Respondents to this survey are among the highest levels of leadership within their companies, and almost 80 percent have led their companies for more than six years. These prominent Utah business leaders view Utah's outdoor recreation opportunities as enhancing quality of life for themselves and their employees. Businesses related to tourism and outdoor recreation additionally benefit from the direct link between their business and the outdoor recreation opportunities Utah affords. Although the "ability to attract and retain workforce" is the most important consideration for the business leaders surveyed, they consider outdoor recreation opportunities to be the second most positive factor in decisions about location and expansion. Outdoor recreation opportunities also aid in employee recruitment and retention, however several factors – including career advancement opportunities and caliber of coworkers – are considered more motivating for employee recruitment.

Appendix A – Questionnaire

The Kem C Gardner Policy Institute at the University of Utah is conducting a study on the value of outdoor recreation to Utah's businesses and economy. Your company has been identified on one of the following lists – Utah's 50 Fastest Growing companies, Utah's 100 fastest growing companies Utah's Top Revenue Growth businesses, Utah's Emerging Elite businesses or businesses listed in an April 2017 Silicon Slopes Forbes article. Your input, and input from other state business leaders, will be used to measure the impact outdoor recreation opportunities on Utah's businesses and the overall desirability of doing business in the state.

This survey:

- Will take approximately 8 minutes.
- Provide anonymous individual responses that will be aggregated with all other survey responses.
- Will be used by nonprofit and governmental entities concerned with Utah's economic development.

1. How many years has your business been in operation in Utah?

5 years or less 6-10 years 11-15 years 16-20 years 21-25 years 26 or more years Other (SPECIFY)

2. How many full-time employees do you currently have at your business in Utah?

Less than 5 employees 5-9 10-19 20-49 50-99 100 or more employees

3. Were the following factors considered in your company's decision to be located in Utah? Secondly, would they be significant factors in future decisions to expand your business?

	Decision to locate in Utah			Future Decisions		
	Yes	No	Don't Know	Yes	No	Don't Know
Ability to attract and retain workforce	1	2	3	1	2	3
The Utah outdoor lifestyle	1	2	3	1	2	3
Access to raw materials	1	2	3	1	2	3
Access to a variety of outdoor recreation opportunities in parks, trails, mountains, deserts, and wildlife areas.	1	2	3	1	2	3
Tax rates	1	2	3	1	2	3
Access to airport or other transportation	1	2	3	1	2	3
High quality education	1	2	3	1	2	3
Availability of quality health care	1	2	3	1	2	3
Utility cost	1	2	3	1	2	3
Regulatory environment	1	2	3	1	2	3

3a. What other factors (if any) do you consider significant when deciding to locate or expand your business? (UNAIDED RESPONSE)

4. Aside from compensation and benefits, how much of a factor are the following for your business' ability to attract and retain employees. Please use a 1-5 scale with one meaning "not a factor" and five meaning it is a "significant factor."

	Not a Factor				Significant factor	Don't know	Does not apply
	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Vacation and paid time off	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Utah outdoor lifestyle	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Career advancement opportunities	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Company's reputation	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Challenging work 1	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Access to a variety of outdoor recreation opportunities in parks, trails, mountains, deserts, and wildlife areas.	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Caliber of co-workers	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>
Recognition and rewards at work	1	2	3	4	5	<input type="checkbox"/>	<input type="checkbox"/>

5. How much do you think access to a variety outdoor recreation opportunities, such as parks, trails, mountains, deserts, and wildlife areas contributes to the quality of life in Utah? Would you say...?

Not at all				A great deal	Don't know
1	2	3	4	5	<input type="checkbox"/>

6. Please select which of the two following two statements comes closer to your own opinion regarding how outdoor areas such as parks, trails, mountains, deserts, and wildlife areas relates to Utah's economy.

- These lands are generally beneficial for the state- they support the economy; provide for opportunities to enjoy the outdoors; and enhance our overall quality of life.

--OR--

- These lands are generally not beneficial for the state- they take land off of the tax rolls and prevent other opportunities for development that could provide jobs for Utahns.
- Other (SPECIFY) _____
- No opinion/Not sure (DO NOT READ)

7. Using the 1-5 scale with one meaning you "strongly disagree" and five meaning you "strongly agree," please indicate your opinions regarding outdoor recreation opportunities and open space, such as parks, trails, mountains, deserts, and wildlife areas.

Strongly Disagree				Strongly Agree	Don't know
1	2	3	4	5	<input type="checkbox"/>

- Do you agree or disagree that these opportunities an essential part of Utah's **economy**?
- Do you agree or disagree that these opportunities an essential part of Utah's **quality of life**?
- Do you agree or disagree that these opportunities help to **attract high quality employers and good jobs to Utah**?

8. How does Utah's access to outdoor recreation opportunities such as parks, trails, mountains, deserts, and wildlife areas contribute to your business? (UNAIDED RESPONSE)

9. How do these lands contribute to the overall business environment in the state? (UNAIDED RESPONSE)

10. Which of the following describes your business...?

- | | |
|--|--|
| <input type="checkbox"/> Services | <input type="checkbox"/> Agriculture, Forestry, & Fishing |
| <input type="checkbox"/> Retail Trade | <input type="checkbox"/> Transportation & Public Utilities |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Mining |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Public Administration |
| <input type="checkbox"/> Finance, Insurance, & Real Estate | <input type="checkbox"/> Other (SPECIFY) |
| <input type="checkbox"/> Wholesale Trade | |

11. Which one of the following best describes your function at the company?

- | | |
|---|--|
| <input type="checkbox"/> CEO, President | <input type="checkbox"/> CFO or finance officer |
| <input type="checkbox"/> Owner | <input type="checkbox"/> Senior level legal department
staff member |
| <input type="checkbox"/> Vice President or Senior Manager | <input type="checkbox"/> Other (SPECIFY) |
| <input type="checkbox"/> Part-owner/ Partner | |

12. And, how long have you been in a management position with this company? _____ years

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> 5 years or less | <input type="checkbox"/> 16-20 years |
| <input type="checkbox"/> 6-10 years | <input type="checkbox"/> 21-15 years |
| <input type="checkbox"/> 11-15 years | <input type="checkbox"/> 26+ years |

13. From what you know or have heard what outdoor recreation opportunities in Utah do your employees engage in? (MARK ALL THAT APPLY)

- | | | |
|----------------------------------|--|--|
| <input type="checkbox"/> Hiking | <input type="checkbox"/> Skiing | <input type="checkbox"/> Camping |
| <input type="checkbox"/> Biking | <input type="checkbox"/> Boating | <input type="checkbox"/> Rock Climbing |
| <input type="checkbox"/> Walking | <input type="checkbox"/> Four-Wheeling | <input type="checkbox"/> Rafting |
| <input type="checkbox"/> Hunting | <input type="checkbox"/> Snowmobiling | <input type="checkbox"/> Other (SPECIFY) |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Snowshoeing | |

14. What is the name of your company?

Appendix B – Verbatim Survey Responses to Open-Ended Questions

3a. What other factors (if any) do you consider significant when deciding to locate or expand your business?

I am in the luxury travel business, so location, location, location. Top 50 destinations of the world

Culture, diversity, taxes

The tech talent in the area

Strong economy and future forecast for work and growth

Ability to attract and retain quality talent; geographic proximity to both coasts and ability to efficiently serve all geos in the US from Utah

Opportunity is the biggest factor when deciding growth. Whether it be expanding in number of employees or locations, or warehouses. The drive behind that would be due to more opportunities.

Where the owners live.

Culture, cost of doing business

Employee retention rate

Lowest taxes, state income tax should be abolished to compete with the fastest growing places like Texas, Florida, Nevada, Wyoming, etc.

Clean air, as in we cannot continue to see this worsen.

Business-friendly laws

Cost of real estate

Education of workforce, cost of living, workforce industry-specific experience

Talent pool

Poor education spending. Poor air quality.

Must be close to mountain biking trails.

Access to growth capital locally

Startup ecosystem, capital funding environment

Central logistic -- good place to ship cost effectively through western US

Ability to hire people

Availability of skilled technology workers - it's a challenge in Utah today

Geographic location (ease of travel nationally), in time zone other offices not in to provide extended servicing hours

Workforce education

Air quality

Regulatory climate

Geographic location of customers

Availability of an educated work force

Getting world class advanced professional skill sets

Economic growth, educated workforce

Cost of living, quality of life, tax rates

Talent availability

Air quality and access to the internet

Economic growth indicators

8. Does Utah's access to outdoor recreation opportunities such as parks, trails, mountains, deserts, and wildlife areas contribute to your business? Why or why not?

Yes. They allow us to more easily get out and experience the life that our business is built on.

Yes, again we are in the luxury travel (home rental) business so without the ski resorts, trails in Moab, biking trails in the mountains, we would be a less attractive destination.

It contributes to the extent that it draws people to the state.

We manufacture and export nationally and internationally, with little dependence on tourism, so not really.

Not really, we're a technology company. It certainly creates a great quality of life for our employees.

A little. I have had one recent employee I hired come from back east and chose Utah over Colorado. The majority are looking for best pay, benefits, and stability.

In our ability to attract and retain talent, yes. Not directly to our business itself, no.

The outdoor recreation opportunities don't particularly contribute to our business. But it does provide us with a number of different options for when we decide to do a business retreat or throw some sort of party for our employees.

I think that you're trying to tie two things together that don't necessarily match: why I chose to have my business in UT and how I retain employees. Honestly, my business is in UT because I lived here when I started it. Made no sense to relocate and start an online-based business. However, since starting here I've come to appreciate the UT business environment and am glad that I'm here. Lots of skilled employees, great work ethic, decent cost of living and a strong business support network and events. On a personal side, I love living in UT and the outdoor opportunities play a huge part in that (probably play into my individual employee's lives as well...but it's not why my business is here). Hope my comments make sense.

They are a potential draw to recruiting out of state employees.

A small factor, relative to pay, advancement, and interesting work.

Yes, my business is in the sportsmen/sportswomen industry. The sportsmen/sportswomen industry funds conservation through excise taxes on guns, ammo, fishing equipment, fuel, and many other sporting sales. We need these lands open for hunting and fishing for my company to

thrive. All the hippies in the world should thank hunters for protecting their lands.

Essential to attracting talent.

Yes it does. But the way this poll is written will result in bad answers. It is obviously written by someone trying to get the answers they want, not by someone trying to have scientific data. Do trails and parks help my business? Absolutely they do. Does tying up millions of acres of wildlife area help my business? Not necessarily. I could have great attraction of talent if there are great trails in those areas, but it could hurt my business for all of my clients that rely upon public lands that are not closed off. Mountains are great for my business. Many people - vendors, clients, prospective employees come to Utah for its skiing, hiking, backpacking, snowshoeing. Does the "recreation opportunity" mean you want to keep mountains open, or close them off? I am a moderate, middle of the road type of person...I am confused on how to answer your questions because the questions seem to me to try and lead me to the answer you want to hear.

Absolutely. Utah is a location our customers worldwide want to visit. If we can get face-to-face time with our customers, we can grow our business.

Yes. It allows our work force to work hard and play hard. It attracts talent from the big cities who want to "slow down" their pace of life while still being professionally challenged.

Not really. Most people already live here that we work with or recruit.

Yes. Helps to attract talent.

Yes, because it helps us attract good employees.

90% plus of our clients can be traced back to cycling and mountain biking relationships.

Not directly, no.

It brings a work life balance that over time creates much value w happy. Healthy and emotionally sound employees. Outdoor activity and exercise contribute to such vs areas that are a concrete urban jungle. Those habitats are draining emotionally - not additive.

Yes, it creates an identity and way of life that we can recruit to.

Not really. We are hiring people who already live in the state. If we were recruiting from out of the state, which we may do in the future, we could assess the value of these benefits.

I believe they greatly impact people's desire to live here or relocate here.

Yes. Part of our corporate culture is that we value the outdoors and outdoor recreation opportunities. We use it in our recruiting pitch and practice it every day.

It helps in attracting talent from outside Utah.

Definitely. We have partnerships with businesses nationwide and Utah is known as an amazing place to visit. As a result, it is much easier to convince key parties to travel to us, which greatly helps us build relationships with them, because they can do outdoor events over an extended weekend. We have also had formal investor meetings where we take everyone to Park City for a day of skiing.

Yes. We are located near trails and outdoor recreation that is frequently used by my employees.

Yes, but the air quality issue puts a damper on the positive story around outdoor recreation.

Yes, the more folks getting out in the mountains skiing, the better for our brand and for our sales.

Yes, it helps us with recruiting. I don't think it outweighs the other benefits such as a low cost, highly educated workforce and the friendly regulatory environment but having such an incredible outdoor environment it has helped us bring in out of state talent from some of the top companies.

Most employees are from Utah, we've recruited a few from outside and the tech ecosystem was the main push, but supported by the recreation opportunities as well.

If Utah did not have the great outdoor resources that it has, I would never have located my business in Utah. Not only would I have not been interested in living in Utah, I would not have felt confident about attracting a talented and motivated workforce.

Yes

Yes from a talent perspective. It helps us bring individuals into the state who are relocating.

Yes, it helps attract high quality employees.

While Utah's access to outdoor recreation does not directly contribute to our business, it is the perfect setting for a health and nutrition company. Utah's many outdoor opportunities helps our employees stay healthy, fit, and happy, which is the whole mantra behind a company like ours. We have so many employees who participate on IronMan, Ragnar, cycling, and climbing teams that take full advantage of the great Utah outdoors that companies in other parts of the country just don't have access to.

Yes. It makes Utah a desirable place to live for employees and a desirable place to visit for important customers.

Yes, tourism and active lifestyles assist in our ability to sell product and grow our business.

Yes. Attracts or retains good employees.

Yes -- we recruit people to move to Utah to work for our company and use the outdoor lifestyle as one of the attractions. Additionally, our company uses passes for several local outdoor activities as rewards and activities for employees.

Yes! I would be in Utah without the outdoor opportunities. Many of our employees also wouldn't be here. It shapes how we think about sustainability and how to best protect the planet. The sustainable choices are also the most profitable ones. Also, humans are part of an ecosystem. Without a functioning ecosystem, no business could exist.

It does help to attract and retain employees. Does not have any monetary contribution outside of active, healthy employees.

9. How do these lands contribute to the overall business environment in the state?

The more lands, parks, etc... that are available for use the more the State will be viewed as a good place to live and thus work.

Enhances the quality of people that are attracted or stay in the State. Lifestyle

Significantly. It is my belief that our access to outdoor recreation attracts a strong, talented and diverse workforce. Without it, we are North Dakota or Mississippi.

It's an essential and substantial part of our economy. People move here because of the lifestyle the lands provide and that helps every business in Utah locate and retain quality talent.

Provides great opportunity for weekend and vacations. Also, living near the mountains it's a great release to spend time there and get a break from work.

They help make what might otherwise be a less attractive state (landlocked, non-coastal) for talent and growth become quite attractive.

I believe the lands do effect the overall business environment in the state. I have had conversations with my colleagues or other business acquaintances, and they have said that living in such a beautiful outdoor state helps their personal life or business life.

Huge impact. It's who UT is.

Minor

Not sure

Businesses are drawn to Utah for the outdoor lifestyle. If we could lower the state income tax then we would have an even bigger opportunity for growth. The public lands are a huge part of that however.

THE main driver of tourism.

Recreation is HUGE in Utah. It helps me attract great talent. 10% of my clients are tied to the outdoor product industry. 5% of my client are tied to keeping Utah public lands open, 5% are tied to getting them closed off. 10% of my clients are in development or agriculture that require land use to stay open.

Utah is a destination. These recreation lands impact who we are and how we think.

These lands help businesses market Utah as an attractive state to work, play, and live in. It's part of Utah's "best kept secret"

Creates a branding identity.

They allow an opportunity to un-wind, to relieve stress, while allowing great access to the outdoors.

They speak to not only quality of life and access to the outdoors in a variety of capacities, but they quite literally bring in tourism dollars.

Provide a unique opportunity set of activities for hiking. Skiing, fishing, hunting, Lake Powell etc. That is unmatched as far as opportunity diversity. People want to be here because it's unique.

Recruiting, quality of life and retention of employees

A nice addition and definitely positive.

I'm sure they attract people statewide.

Having readily accessible great outdoor recreation is a differentiator for Utah. It gives us an advantage over the coasts and even over Denver. We can't compete with the coasts or with Denver on the number of opportunities available because they are simply larger. However, we can attract top talent using other differentiators, a major one of which is our outdoor recreation.

It is what Utah is known for. More and more businesses factor in quality of life into where they expand and Utah has one of the strongest arguments in the country. Without it Utah would probably mainly be known as LDS country where there are stricter liquor laws (reality or not). Instead, Utah has a very favorable impression with out of state business partners and it is almost exclusively because of all the amazing outdoor things you can do here all year long.

Creates a clean environment, progressive and innovative mindset, and allows for activities that cultivate and enhance new ideas.

Tremendously. It's one of our greatest assets and brings a lot of business and partnership to the state. It also brings in talent.

Everyone around the country knows Utah for their outdoor life, business discussion points.

They make Utah a desirable state for talented workers that have a choice to live elsewhere. Also, we find that there is a distinct correlation between individuals who avidly avail themselves of outdoor activities and those that perform well on the job.

Outdoor retailers and clothing companies.

It attracts visitors and employees. It is an attractive place for foreign investment.

Utah's outdoor lands create a really unique business environment in the state. There are so many more outdoor retailers and health companies located in Utah than most other states because the landscape encourages getting outside and going on a hike or a run or bike ride. You also see the Utah outdoors creating a great opportunity for team building, whether it's a whole team or company spending a day going on a hike in the mountains together or creating new friendships in the workplace through running, biking, or climbing clubs.

They assist in the ability for businesses to recruit and retain employees, as lifestyle is an essential part of an employee's decision to relocate.

Helpful

Makes it more attractive for businesses and employees.

These lands are common property. They should NEVER be sold into private property so that they are closed off, fenced in and inaccessible. The future is more collaborative commons, not less. Public lands make Utah unique and attractive for most of us. They need to be preserved and maintained for the next generations. Our business thrives because of this access to public lands. It makes living in Utah exciting.

Provides a strong work/life balance.

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