

Utah Rising

A Free Enterprise Vision for Utah's Economy



Vision

Become and remain the top performing economy in the nation.



Mission

Lead private sector efforts and collaborate with public sector partners to secure statewide prosperity.

6 Focus Areas



Workforce

Goal: Utah will have the best-trained and mentally healthiest workforce in the country.

Signature Project: Invest \$1 billion in training mental health professionals and improve student / counselor ratios.



Housing

Goal: Utah will address record housing price appreciation since 2018 through meaningful regulatory / zoning reforms.

Signature Project: Support Utah's Plan to Address Homelessness by increasing accessible and affordable permanent housing opportunities.



Transportation

Goal: Utah will maintain a high level of statewide transportation mobility (includes measures of delay, reliability, and transit ridership).

Signature Project: Double track and extend FrontRunner along the Wasatch Front.



Livability

Goal: Increase Utah's livability for individuals, families, and communities.

Signature Project: Capital City Renaissance with a sports and cultural district, state-of-the-art hospital, downtown University campus, and global faith headquarters.



Business Environment

Goal: Grow the number of middle market (100 to 999 employees) Utah companies.

Signature Project: Advance the University of Utah's Responsible A.I. Initiative.



Natural Resources

Goal: Utah will maintain energy affordability and reliability, reduce per capita water consumption, and improve air quality.

Signature Project: All-of-the-above energy strategy that includes solar, nuclear, and critical minerals.

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