

From: [Utah Talks](#)
To: [Brian Raymond](#)
Subject: Utah Business Ambassadors April Talking Points
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About the Utah Business Ambassadors:

The Utah Business Ambassadors program maintains a dialogue with friends of Utah around the country. This newsletter is part of the Governor's Office of Economic Development's (GOED) efforts to inform you of developments in Utah's economy.

About GOED:

GOED executes on Governor Gary R. Herbert's economic development vision that Utah will lead the nation as the best performing economy and be recognized as a premier global business destination. The mandate for this office is to provide business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state.

Action Item: Share this "Why Utah" infographic with your business contacts: <http://business.utah.gov/whyutah/business-in-utah>

Latest Economic Report

Utah's economic outlook this Spring remained bright: **5.2% unemployment** paired with **4.0% job growth** means **Utah is growing at more than twice the rate of the nation.**

In addition, employers in Salt Lake City projected a significant upswing in hiring for the next quarter. With a net employment positive outlook of 22%, *Forbes* [listed Salt Lake](#) as the **third best place for finding a job this spring.**



Need to Know: Governor's California Trip

Governor Herbert and several representatives from the GOED and the Economic Development Corporation of Utah (EDCUtah) visited California last week to speak to companies interested in expanding out of state.

Also on the tour was a contingent from the Commonwealth of Virginia, led by Governor Robert F. McDonnell. The two Governors co-hosted receptions in Orange County, Palo Alto and San Francisco. Between the receptions, Governor Herbert visited two California-based companies that have significant operations in Utah. [Read more](#) about the trip.

Governor's Economic Summit



The Governor's Economic Summit brought together over 1,000 business and community leaders with Governor Gary R. Herbert and a prestigious field of experts to discuss best practices for sustaining Utah's economic vitality and momentum.

Keynote speaker Larry Andreini (pictured), Co-Founder and Chief Innovation Officer of RIDEMAKERZ, brought his unique blend of entrepreneurial and executive acumen, capital formation experience, marketing,

licensing and global business development to a lively and engaging speech with several takeaways, including not being afraid to take on what you don't know.

FireEye Expands to Utah



FireEye, a leader in advanced cyber threat protection headquartered in California, is expanding into Utah. With the support of a post-performance tax incentive from the

Governor's Office of Economic Development (GOED), the company and the Economic Development Corporation of Utah announced an expansion that is expected to bring approximately 250 new jobs to Salt Lake County. FireEye also expects to invest more than \$2 million in a new facility. [Learn More.](#)

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Company Milestones

AMBASSADORS' CORNER

Email your company milestones to businessutah@utah.gov

This is a new section, where business leaders can [share](#) major achievements and milestones at their company.

Precedence will be given to achievements that speak to the talent of Utah's workforce and the state's business-friendly environment.

Social Media



Keep in Touch:

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Utah Business Ambassadors is a special publication of GOED's Utah Talks.

Contributors:

Vincent Mikolay Takes Helm of GOED's Business Outreach and International Trade



GOED's new managing director of Business Outreach and International Trade, Vincent Mikolay, is a long time strategy and business development specialist. Mikolay's responsibilities will include the continuing development of Utah's six strategic industrial clusters, the International Trade and Diplomacy Office (ITDO), and a number of other related programs within GOED. Watch a [KSL interview](#) with Mikolay.

Utah Directs \$4 million Into Early-Stage 'Seed Fund' Investments

GOED and its partners recently announced that Utah is allocating \$4 million to drive the growth of emerging companies. The \$4 million will be placed in seed or early-stage venture funds that are or will be investing in Utah companies. The funds will be administered by the Utah Small Business Growth Initiative (USBGI).

The Mighty Five™ National Parks Spring/Summer Campaign



The Utah Office of Tourism [launched](#) a \$3.1 million spring/summer regional television advertising campaign at the Capitol to promote Utah's five national parks known as The Mighty Five™. The campaign includes [TV commercials](#) in Los Angeles, Denver, Phoenix, Portland, San Francisco, and Seattle, as well as digital outdoor, wallscapes, online, and social media.

Recruitment Help

If you hear about potential recruitment opportunities, don't hesitate to get in touch with GOED's [corporate recruitment and incentives team](#) led by Christopher Conabee or EDCUtah's [business development team](#) led by Todd Brightwell.

Recent Utah Accolades

A "Brag and Boast" feature for Utah business

The "brag and boast" section is your [one-stop resource for the latest talking points](#) celebrating all of the best Utah has to offer.

You are encouraged to use these rankings in speeches or other public releases.

And get involved!

For the opportunity to share information with other Ambassadors, please [submit](#) any accolades or rankings regarding a specific company, event, or the state of Utah in general. [Submit accolades here.](#)

New Top Score: U Game Design Program is #1

The University of Utah's Electronic Arts and Engineering Program has achieved a #1 national ranking for its undergraduate video game development program in the [Princeton Review](#) and a #2 ranking for its graduate program.

Happy-Go-Lucky in Utah: 4th Happiest State

In the latest Gallup Healthways [Well-Being Index](#), Utah again finds itself near the top. With a scorching well-being score of 68.8, Utah comes in at [number 4](#) behind only Hawaii, Colorado and Minnesota. Of course, only one of those states has top-five job outlook this spring and is also the best state for business. Utah also has five mighty-fine national parks.

Video Reaction: *Forbes* Names Utah the Best State for Business for the Third Straight Year. If this doesn't kill the "Harlem Shake" meme, nothing will. <http://youtu.be/qo95wyXauno>

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About the Utah Governor's Office of Economic Development (GOED)

The Governor's Office of Economic Development (GOED) charter is based on Governor Gary Herbert's commitment to economic development statewide. Utah's economic development vision is that Utah will lead the nation as the best performing economy and be recognized as a premier global business destination. The mandate for this office is to provide rich business resources for the creation, growth and recruitment of companies to Utah and to increase tourism and film production in the state. GOED accomplishes this mission through the administration of programs that are based around targeted industries or "economic clusters" that demonstrate the best potential for development. GOED utilizes state resources and private sector contracts to fulfill its mission.

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