



GENERAL PLAN

Chapter 3: Economic Development

3.1. INTRODUCTION

Green River City is interested in pursuing and maintaining a healthy level of economic growth. Such growth is a means of providing a balanced, healthy economy in Green River. It is a means of expanding the tax base for better homes, better schools and better public services. It is a means of providing more employment opportunities.



3.2. EXISTING SITUATIONS

Located approximately 100 miles in either direction from Richfield, Utah and Grand Junction, Colorado, Green River's local economy primarily caters to serving passers-by on Interstate 70 since there are no services on I-70 westbound between Green River and Salina, 107 miles away. Also, much of the passing traffic has a destination of Moab, Utah (and nearby National Parks), which is 52 miles to the south. The local economy relies heavily on hotels, fast food, restaurants and gas stations.

In addition, Green River is famous for its melons, which are sold and celebrated during the growing season. Also, some future economic potential for the community could exist with a large natural gas field that has recently been located 3 miles south of the city.

3.3. ECONOMIC DEVELOPMENT

The recent survey results show that economic development and job creation was the single most important issue facing Green River residents in the next five years. An important goal for economic development in Green River is to create a staff position and establish a local Economic Development Committee that can forward economic development related objectives and activities, including:

- Develop and pursue objectives for attracting new businesses, including light industrial and manufacturing operations.
- Develop a plan for the revitalization of the Main Street and Broadway business corridors.
- Work with the BEAR program and local businesses to encourage expansion and retention.

Key Points:

- Introduction
- Existing Situations
- Economic Development
- Downtown Revitalization
- Tourism
- Goals





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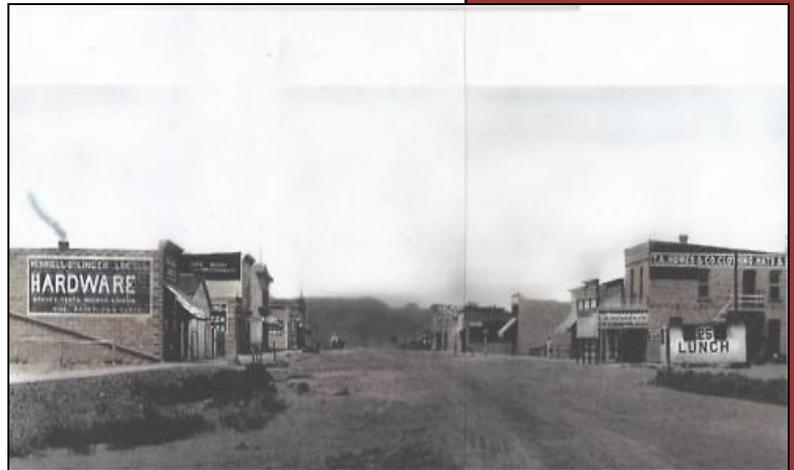
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- Maintain City representation at County and local economic development meetings.
- Increase marketing efforts to promote business growth, in cooperation with County and State and local agencies.
- Sponsor local and regional economic summits to be held in Green River.

The public survey identified several unmet commercial and retail demands and community service needs, including retail shopping stores of many varieties, fast-food restaurants, sporting goods and discount stores.

3.4. DOWNTOWN REVITALIZATION

The revitalization of the community's downtown is considered to be a priority economic objective of the City. Much of the newer commercial development has occurred on either end of the city and therefore has contributed to a state of blight in the downtown areas identified as Main Street and Broadway. Goals should address the development of downtown business areas. National and State programs regarding the redevelopment of brownfields and main streets should be utilized.



Historic photo of Green River's Broadway

The Main Street and Broadway revitalization goals should identify the boundaries to be considered as downtown, and allow for growth incentives to businesses building or remodeling in the downtown Main Street and Broadway corridors. Restrictions such as higher fees and service rates could be used to discourage growth at the interstate intersections and ends of Main Street.

Recognizing the importance for a vital and effective downtown, revitalization efforts through redevelopment and other programs need to be further shaped by the City and the business community. Several concepts have been suggested through the Plan update public involvement process which can serve to make the downtown Green River areas more viable. They include:



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- Streetscape improvements
- Historic buildings preservation
- More special events held in downtown areas
- The attraction of new retail / commercial

3.5. TOURISM

Green River acts as a center for visiting many natural scenic wonders and recreational areas in the region, and tourism plays a strong role in the local economy. Tourists are drawn to Green River recreation areas, the San Rafael Swell, Goblin Valley State Park, Canyonlands National Park, Arches National Park and other recreation areas.



As other areas of economic development are developed, more emphasis on enhancing the tourism industry should be a City priority. Working in association with Emery County and regional agencies, the City can actively assist the promotion of tourism. To do this effectively, marketing strategies need to be defined, and the necessary resources need to be dedicated. Efforts should be increased towards promoting Green River, with its special events and nearby recreation opportunities, as a destination for travelers and outdoor sports enthusiasts.

A summer highlight for the community is the Annual Melon Days event. Increased emphasis should be placed on developing and promoting new tourism-related events that can increase in importance and community support through the years. Organizing and promoting downtown business activity can be accomplished by holding special events such as farmers markets, art festivals and other street fairs. Special events can be effective in drawing more attention to downtown businesses.





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Chapter 3: ECONOMIC DEVELOPMENT GOALS

Council member overseeing the goals set out in this chapter: Mayor

Goal	Action	Timing	Agency
1. Provide more opportunity for more jobs, including new and local expanding businesses.	A. Maintain City development fees at a low level.	Ongoing	City Council
	B. Establish a redevelopment area (RDA) along Main Street and Broadway to provide improvement opportunities.	0-2 years	City Council as the RDA
	C. Support and promote efforts to bring natural gas to the community.	0-5 years	EC Economic Developer
	D. Support and promote efforts to increase and improve local educational opportunities.	Ongoing	Mayor collaborating with EC, School Board and USU-E
2. Create and follow an Economic Development Plan.	A. Establish a City Community Development position to forward efforts in local economic development, planning, and community events.	0-2 years	Mayor
	B. Create and actively involve an Economic Development Committee including members from the City and local businesses.	0-2 years	Mayor and Potluck
	C. Develop and pursue objectives for attracting new businesses, including light industrial and manufacturing operations.	Ongoing	Potluck with EC Economic Developer



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	D. Develop a plan for the revitalization of the Main Street and Broadway business corridors.	0-5 years	City Council as the RDA
	E. Work with the BEAR program and local businesses to encourage expansion and retention.	Ongoing	Epicenter
	F. Maintain City representation at County and local economic development meetings.	Ongoing	Epicenter's Community Development Specialist with Keith Brady
	G. Increase marketing efforts to promote business growth, in cooperation with County and State and local agencies.	0-2 years	Economic Development Committee, EC Economic Developer, and Mayor
	H. Sponsor local and regional economic summits to be held in Green River.	0-5 years	ECBC with Potluck
3. Promote tourism to the city and the region.	A. Establish and provide marketing for additional tourism-generating community events.	0-5 years	Potluck and Event Coordinator (to be established)
	B. Provide City participation in regional travel and tourism agency meetings and efforts.	Ongoing	Economic Development Committee
	C. Increase marketing efforts for local area and regional attractions.	0-5 years	Economic Development Committee
	D. Improve local marketing with signage on I-70 and materials in local businesses.	0-5 years	Economic Development Committee and Potluck
	E. Provide training for local business in customer service improvement.	Ongoing	Mayor, through Potluck working with SBDC and USU-E



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