



City of Wendover General Plan

Chapter 3: Economic Development

3.1. INTRODUCTION

Wendover 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 Wendover. 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.

The overall objective for economic development in Wendover is to encourage development that increases the City tax base, reduces unemployment, creates higher wages, and improves the standard of living and quality of life within the City's capability to provide services.



3.2. EXISTING SITUATIONS

Located approximately 122 miles west of Salt Lake City, Wendover's local economy primarily caters to serving passers-by on Interstate 80 since there are limited services on I-80 in either direction for many miles. The local economy relies heavily on the service sector, including hotels, fast food, restaurants and gas stations.

Existing situations that can be expanded to improve the local economy include:

- Existing airport, railroad, and interstate provide transportation facilities to support light industrial/office park development.
- Cooperation with Tooele County in planning opportunities that can increase airport oriented businesses in Wendover could provide jobs and increase the tax base.
- I-80 provides an opportunity for transient tourism business to contribute to the commercial tax base.
- Historical Wendover Army Air Base site has the potential to be developed further into a tourism attraction.

Key Points:

- Introduction
- Existing Situations
- Economic Development
- Wendover Boulevard Revitalization
- Tourism



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3.3. ECONOMIC DEVELOPMENT

Economic development and job creation has been identified as one of the most important issues facing Wendover residents. An important goal for economic development in Wendover is to establish a local Economic Development Committee that can forward economic development related objectives and activities, including:

- Establish and pursue objectives for attracting new businesses, including manufacturing operations.
- Develop a plan for the revitalization of the Wendover Boulevard business corridor.
- Refine plans and design standards for developing an industrial and business park near the airport.
- Include City representation at County and local economic development meetings.
- Increase marketing efforts to promote business growth, in cooperation with County, State and local agencies.

Efforts should be geared towards several identified unmet commercial and community service needs, as well as attracting new economic opportunities, such as retail shopping, manufacturing and warehousing, call centers, medical and health services, and entertainment / recreation outlets, such as a bowling alley.

3.4. WENDOVER BOULEVARD

Increased commercial activity and improvements along Wendover Boulevard is considered to be a priority economic objective of the City. Throughout the years, Wendover Boulevard has been a key area for commerce, although recent years has seen greater competition with businesses locating on the Nevada side. Goals should address the further development of the Boulevard in Utah as a prime business corridor.



Wendover Boulevard

The Wendover Boulevard revitalization goals should allow for growth incentives to businesses building or remodeling on the Wendover Boulevard corridor. Recognizing the importance for a vital and effective



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Wendover Boulevard, 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 Wendover Boulevard more viable. They include:

- Streetscape improvements
- Historic buildings preservation
- Special events held in Wendover
- The attraction of new retail / commercial

3.5. TOURISM

Wendover has several unique opportunities to build upon the tourism traffic that comes through the area, including building greater opportunities and improved facilities that emphasize the Wendover Air Field, the Bonneville Speedway, the Railroad depot and the natural topography and resources of the region.



Wendover Air Field

As other areas of economic development are developed, more emphasis on enhancing the tourism industry should be a City priority. Working in association with Tooele County, West Wendover, Nevada, 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 Wendover as a destination with its unique attractions and nearby recreation opportunities.

Special events, such as the Wendover Air Show, offer opportunities to build tourism. Additional community events could be created that focus on the establishment of the town and the railroad station, as well as events associated with the Salt Flats and the Bonneville Speedway. Special events can also be effective in drawing more attention to Wendover Boulevard businesses. Organizing and promoting Wendover Boulevard business activity can be accomplished by holding special events such as arts and crafts festivals and other street fairs.





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3.6 ECONOMIC DEVELOPMENT GOALS

1. Provide more opportunity for more jobs, including new and local expanding businesses.	A. Encourage diversity in new businesses and seek to attract business that will strengthen the economy and provide job growth.
	B. Enhance water, sewer and emergency services to promote economic development.
	C. Support and promote efforts to increase and improve local educational opportunities with quality, qualified instruction.
2. Create and follow an Economic Development Plan.	A. Create and actively involve an Economic Development Committee including members from the City and local businesses.
	B. Develop and pursue objectives for attracting new businesses, including light industrial and manufacturing operations.
	C. Develop a plan for the revitalization of the Wendover Boulevard business corridor.
	D. Refine plans and design standards for developing an industrial and business park near the airport.
	E. Maintain City representation at County and local economic development meetings.
	F. Increase marketing efforts to promote business growth, in cooperation with County and State and local agencies.
3. Promote tourism to the city and the region.	A. Establish and provide marketing for additional tourism-generating community events.
	B. Provide City participation in regional travel and tourism agency meetings and efforts.
	C. Increase marketing efforts for local area and regional attractions.