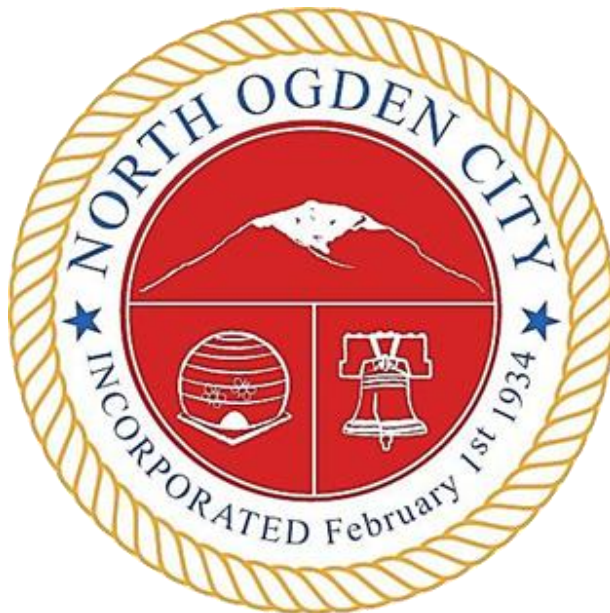
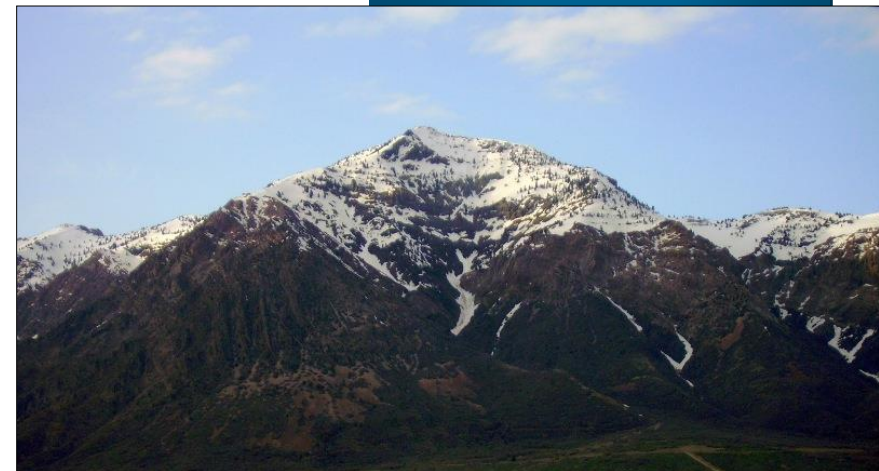


North Ogden City

Economic Development Plan



Vision Statement: North Ogden 2020

An attractive, inviting, and well-planned City with peaceful bedroom-community neighborhoods, complemented by a thriving commercial district offering retail shopping, dining, entertainment, and professional services.



Sunset over North Ogden's world-class aquatic center

Introduction

In April 2010 the Mayor and City Council established an Economic Development Committee (EDC) to review the City's business climate and to develop suggestions for strengthening the City's economy. This all-volunteer Committee is composed of local business leaders, residents, elected officials, and city staff.

The Committee was tasked with creating North Ogden's first Economic Development Plan to guide the City's efforts in economic development.

This Economic Development Plan was approved by the City Council on August 23, 2011 and identifies North Ogden's economic goals and objectives as well as the necessary strategies and actions to accomplish them. It also establishes a plan of action for implementation and assigns duties and responsibilities.



Flag-raising ceremony during the annual North Ogden Cherry Days Celebration

Acknowledgements

Richard G. Harris, Mayor

Economic Development Plan Writing Subcommittee:

- Brent Taylor, Chairman & Council Member
- Craig Barker, Community Dev. Director
- E. Rich Brewer, Business Leader
- Dave Carlson, City Atty./Econ. Dev. Dir.
- Charles Lindquist, Business Leader
- Jennifer Thomas, Planning Technician

Economic Development Committee:

All of those listed above as well as:

- Bruce Catanzaro, Planning Commissioner
- Edward O. Dickie III, City Manager
- Jan DeBloois, Community Representative
- Ron Flamm, Council Member
- Keith Foulger, Community Representative
- Dave Hulme, Planning Commissioner
- Jenice Jones, Business Owner
- Shawn Maynard, Business Owner

Project Input and Data Collection

The City wishes to thank the hundreds of residents and business leaders who contributed valuable ideas, and suggestions for this plan. Every effort was made to gather as much input as possible using a variety of sources:

- City-wide economic development survey (623 responses)
- Surveys and interviews with North Ogden business owners and operators
- 4 public listening sessions
- Discussion in over 10 public Economic Development Committee meetings
- Draft Economic Development Plan on City website for review and comment

Special thanks to Dr. Leah Murray and her students at Weber State University for survey and data collection assistance .

Pictures courtesy of: Evan DeBloois, Jenice Jones, Bruce Barker, Shawn Maynard, Lorrie Frazier, and the North Ogden Historical Museum



**Approved by the
City Council on
August 23, 2011**

*Get copies of this report
and see other exciting
North Ogden economic
development
information at
www.northogdencity.com
under
the Economic
Development tab.*

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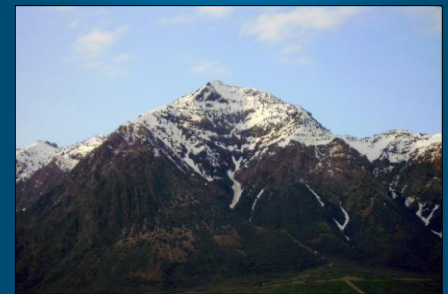
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North Ogden is nestled at the base of majestic Ben Lomond, a stunning 9,712-foot peak in the Northern Wasatch Mountains

Executive Summary

The purpose of the North Ogden Economic Development Plan is to improve the City's quality of life and to enhance the City's tax base by fostering positive economic growth. This Plan is written with the understanding *that the City does not create jobs and tax revenues—only businesses can create jobs and tax revenues*. However, the City can influence the number and type of businesses that choose to locate in North Ogden based on the City's business climate and how proactively the City removes potential barriers to private economic investment and growth in the City.

North Ogden is at a cross-roads in its history, with one foot in the City's largely agricultural/bedroom community past, and with the other foot in the future where an increasing population and associated consumer spending power is bringing consumer-oriented businesses to the City. North Ogden is the largest city at the northern end of Weber County, and its population is expected to eventually double to approximately 40,000 once all residential zones are built out. The majority of this growth is expected along the base of the Wasatch Mountains in the northern end of the City and is expected to be largely composed of upper middle class housing. North Ogden has strong spending power with the second-highest median household income (\$74,384) of the 10 nearest cities. North Ogden also draws consumers from smaller nearby cities, including Pleasant View, Harrisville, and the Ogden Valley. The combined benefits of a relatively large population base and strong spending power make North Ogden the ideal location for future economic growth. The purpose of this Plan is to lay out the City's strategy for harnessing the power of positive economic growth while still maintaining the City's semi-rural atmosphere, quiet residential neighborhoods, and excellent quality of life.

Economic growth is important for North Ogden for two key reasons. First, North Ogden has an increasing residential population, and it is important for most residents to be able to shop relatively close to their homes for both convenience and environmental reasons. Second, businesses are large contributors of tax revenues to the City, including sales tax revenues and property tax revenues. North Ogden produces a relatively small amount of sales tax for a city of its population, and a strong commercial district filled with successful businesses would contribute significantly to the City's tax revenues, thereby enabling the city to continue to provide high-quality services.



*A wide variety of
beautiful
wildflowers grow
in the mountains
surrounding North
Ogden*

Executive Summary

This Economic Development Plan is an action-based plan that centers around five key objectives:

1. Promote North Ogden's Businesses
2. Develop and Market a City Brand
3. Encourage Positive Economic Growth
4. Maintain a Healthy Business Environment
5. Focus on Quality of Life as the City Promotes Economic Development

Each of these objectives seeks to improve or effect some dynamic of economic growth over which the City has influence. Again, the City itself cannot create jobs. However, the City can help create a positive business climate and can remove barriers to business success.

The Economic Development Committee wished to create a Plan that is functional and practical, as well as one that focuses on realistic goals and objectives. As such, the Plan consists of a series of strategies that will be executed in order to achieve the five objectives listed above. A specific position or entity (such as the EDC) is assigned to oversee the fulfillment of each strategy. The EDC will take a central role in conducting a quarterly assessment of the progress of this Plan and will make regular progress reports to the City Council.

The City recently hired an Economic Development Director who will greatly assist with the execution of this Plan and is assigned to oversee many of the strategies incorporated in the Plan.



The Youth City Council poses for a picture with former Governor Jon Huntsman, Jr.

About North Ogden

Welcome to North Ogden!

North Ogden is an attractive community located at the base of picturesque Ben Lomond, the mountain that inspired the famous Paramount Pictures logo. Home to the Shoshone Indians when the first pioneers arrived in the 1850's, North Ogden was officially incorporated in 1934. Early visitors described North Ogden as a thriving and industrious community, and a number of early businesses flourished, including a grist mill, saw mills, cane mills, blacksmith shops, lime kilns, tanneries and several mercantile businesses. Over the years North Ogden has grown slowly and steadily, and has developed largely as a quiet bedroom community, attracting professionals who work in nearby cities.

North Ogden is located less than one hour north of Salt Lake City; it is within easy commuting distance of a number of renowned universities, world-class medical facilities, manufacturing plants, industrial employers, Hill Air Force Base with its associated defense contractors, and ATK, a leading aerospace and defense company. When it comes to outdoor activities, North Ogden is close to it all! Situated at the base of the Wasatch Mountain Range, outdoor adventures such as hiking, camping, backpacking, rock climbing, hunting, and fishing are only minutes away. Olympic-class and family-friendly ski resorts boasting Utah's world-famous snow are minutes away. At Pineview Reservoir to the east and Willard Bay to the west, there are water activities and year-round fishing. The city also has a fantastic trails network.

Excellent employment, recreational, and educational opportunities combine with a friendly small-town atmosphere to create a wonderful quality of life in North Ogden!



*The historic "Stump"
and fountain at
Bi-Centennial Park*

About North Ogden

It's great to live in North Ogden:

- Quiet, semi-rural community with incredible mountain views
- Good roads, a fantastic trail network, and minimal traffic
- Quality public and private schools
- Excellent public library
- Outstanding police and fire departments
- Beautiful parks, extensive open space, state-of-the-art aquatic center, and lake & mountain recreational opportunities just minutes away
- Excellent public Senior Center
- Abundant worship opportunities in the area
- Quick access to Salt Lake International Airport, employers, hospitals, universities, and cultural activities
- Easy access to public transportation including light rail & bus

It's great to do business in North Ogden:

- Strong purchasing power—second-highest household income among 10 nearby cities
- Prime property sites on major commercial roads available
- Solid “shop local” campaign
- Strong support for economic development at City Hall
- Just five minutes off I-15



North Ogden City

By the Numbers:

- **Settled:** 1851
- **Population (2010):** 17,357
- **Total households:** 5,569
- **% Owner-Occupied:** 88.3%
- **Median Income:** \$74,384
- **% High School Grads:** 95.6%
- **% College Grads:** 33.8%

Source: US Census

Strategic Objectives Overview

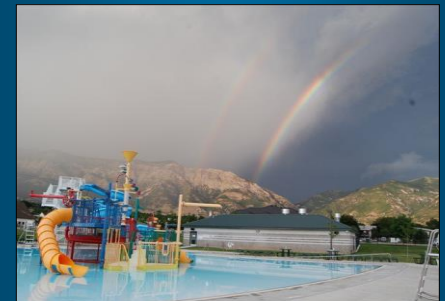
- **Objective # 1: Promote North Ogden's Businesses**
 - **Goal:** *Strengthen North Ogden's economy by promoting a "Shop Local" message*
 - **Goal:** *Create a business climate that encourages small, local businesses in addition to regional or nationwide chains.*
 - **Goal:** *Increase participation of North Ogden businesses in filling City contracts.*



The historic North Ogden Cannery Building (built in 1901) is home to several North Ogden businesses

Strategic Objectives Overview

- **Objective #2 Develop and Market a City Brand**
 - **Goal:** *Create a brand for North Ogden that highlights the City's strengths and quality of life and showcases opportunities for commercial and residential development in the City.*



A double rainbow over the Wasatch Mountains with the North Shore Aquatic Center in the foreground

Strategic Objectives Overview

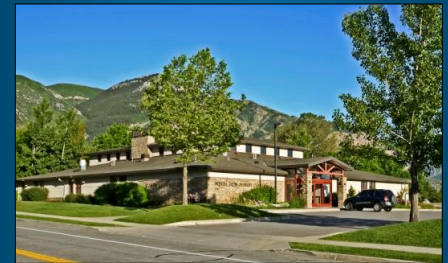
- **Objective #3 Encourage Positive Economic Growth**
 - **Goal:** *Leverage the City's brand to generate positive commercial and residential development interest through marketing efforts designed to highlight opportunities in North Ogden*
 - **Goal:** *Conduct regular commercial and residential development open houses & outreach events to proactively seek new development*
 - **Goal:** *Actively seek new retail development to strengthen the City's economy*
 - **Goal:** *Welcome new residential and commercial developments and incorporate them into the City*



North Ogden has a business district with room to grow, supported by a strong residential base

Strategic Objectives Overview

- **Objective #4: Maintain a Healthy Business Environment**
 - **Goal:** *Develop a strong Business Alliance as a City-business partnership to serve as a vehicle for positive interaction and a communication bridge between business leaders and City officials.*
 - **Goal:** *Regularly evaluate the business environment in North Ogden, including an assessment of how City ordinances impact the business climate.*
 - **Goal:** *Make every interaction between businesses and the City positive. Emphasize customer service in all City interactions with businesses.*
 - **Goal:** *Partner with the business community and seek opportunities to highlight the incredible benefits that our businesses bring to the City.*



The North View Senior Center hosts a variety of community events

Strategic Objectives Overview

- **Objective #5: Focus on Quality of Life as the City Promotes Economic Development**
 - **Goal:** *Ensure that commercial and residential development occur in such a way as to enhance the quality of life in the City. To this end, development must be thoughtfully planned and well-designed.*
 - **Goal:** *Include North Ogden residents and business community members in all economic development decisions.*



*North Ogden
wildflowers*

Strategic Focus

The Economic Development Committee mailed a survey to all North Ogden households to learn what types of businesses our residents most often leave North Ogden to patronize and what types of businesses residents would like to see in North Ogden. Here are some key survey results (for full survey results, please see Appendix A):

- **84%** of survey respondents felt that the number of businesses in North Ogden was “far too few” or “too few”
- **89%** of respondents “agreed” or “strongly agreed” that shopping in North Ogden was important to them
- **84%** of respondents reported that they often had to leave North Ogden to shop because of limited shopping in the City
- **85%** of respondents said they would shop more often in North Ogden if there were more businesses in the City



*The North Ogden
Community Services
Building*

Strategic Focus

The Economic Development Survey also asked residents what type of businesses they would like to see established in North Ogden. The following is a list of the most popular responses:

- *Clothing*
- *Restaurants*
- *Big box*
- *Craft stores*
- *Home improvement*
- *Household goods*
- *Electronics*

Strategic Focus: North Ogden's strengths are: 1) a well-educated and growing consumer base that includes residents from nearby cities; 2) high consumer spending power and household income; and 3) a high-traffic commercial district with prime opportunities for business expansion.

Because of these factors, North Ogden's primary strategic focus will emphasize consumer-oriented retail businesses, such as restaurants, clothing, household goods, and entertainment which offer residents the convenience they seek while reinvesting more of their sales tax dollars into the community.



North Ogden
City Hall

Implementation Performance Measures

Objective # 1: Promote North Ogden's Businesses

Strategies	Expected Completion Date	Who Assigned
1a. Collect and maintain a comprehensive listing of all North Ogden businesses, including phone numbers and email addresses	Oct. 24, 2011	Economic Dev. Director
1b. Develop a North Ogden Economic Development webpage (www.northogdencity.com/business). This webpage should include information on North Ogden's ED plan, "Spend It" shop local campaign, the North Ogden Business Alliance, sales tax information and education for residents, and resources for businesses that are interested in relocating to North Ogden	Nov. 21, 2011	Economic Dev. Director
1c. Feature one North Ogden business per month on the City website (link to ED page)	Monthly	Economic Dev. Director
1d. Utilize the GOV QA program to highlight North Ogden businesses. Link this feature to the City website. <u>Goal: 70% participation</u>	Jan. 15, 2012	Economic Dev. Director



*North Ogden's
picturesque
Bi-Centennial Park*

Implementation Performance Measures

Objective # 1: Promote North Ogden's Businesses

Strategies	Expected Completion Date	Who Assigned
1e. Write a quarterly "Shop Local" article in the City newsletter	Quarterly	Economic Dev. Director
1f. Develop a plan to increase participation of local businesses in filling North Ogden City contracts. Base this plan on the findings from strategy 1g. The EDC will create the plan and will forward it to the City Council for action	Apr. 15, 2012	EDC
1g. Report quarterly to the EDC progress towards meeting the annual local business contracting goal	Quarterly	Economic Dev. Director
1h. Deliver an annual report to the City Council on the City's local business contracting program and accomplishment of its goal.	Annually	Economic Dev. Director



A historic image of North Ogden's early agricultural roots: cherry trees blossom with Ben Lomond in the background

Implementation Performance Measures

Objective # 2: Develop and Market A City Brand

Strategies	Expected Completion Date	Who Assigned
2a. Develop a City brand that incorporates the stunning vistas and natural scenery of North Ogden, nearby recreational opportunities, and the City's peaceful residential areas and vibrant commercial district	Apr. 1, 2012	EDC
2b. Develop "Open for business" sub-brand to encourage economic development in the City that highlights the positive business climate and the benefits associated with locating a business in North Ogden	Apr. 15, 2012	EDC
2c. Utilize statements about the City from local residents and existing businesses to personalize the brand and to enrich marketing materials	Apr. 15, 2012	EDC



A historic picture of North Ogden's old red brick schoolhouse.

Implementation Performance Measures

Objective # 2: Develop and Market A City Brand

Strategies	Expected Completion Date	Who Assigned
2d. Develop a plan to better market signature local events (Cherry Days and others that can be created or enhanced) to a broader audience, to better involve the business community and to attract visitors to North Ogden	Jul. 15, 2012	Economic Dev. Director
2e. Explore opportunities for branding the City's commercial district, such as specialized trash cans, benches, light poles, and fixtures. Also, consider additional specialized banners in the commercial district . Develop a branding plan and present to EDC	Jul. 15, 2012	Economic Dev. Director



*North Ogden Branch
of the Weber
County Library*

Implementation Performance Measures

Objective #3: Encourage Positive Economic Growth

Strategies	Expected Completion Date	Who Assigned
3a. Develop “Open for Business” marketing campaign materials for distribution to potential businesses, commercial real estate brokers, GOED (Governor’s Office of Economic Development), WEDCOR (Weber Economic Development Corporation), Ogden-Weber Chamber of Commerce, etc.	Jan. 15, 2012	EDC
3b. Create brochures to place in area hotels highlighting North Ogden’s unique attractions	Feb. 15, 2012	EDC
3c. Create marketing materials focused on attracting residential development and utilize real estate professionals to distribute these materials	Mar. 15, 2012	EDC

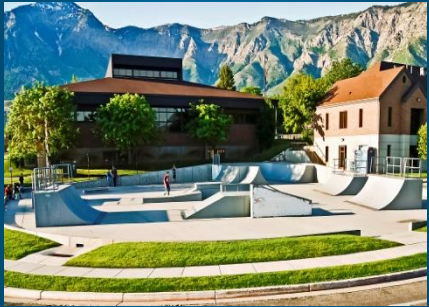


North Ogden Elementary School

Implementation Performance Measures

Objective #3: Encourage Positive Economic Growth

Strategies	Expected Completion Date	Who Assigned
3d. Explore potential for involving the GOED in our economic development strategy. Report to EDC on potential opportunities to pursue	Feb. 28, 2012	Economic Dev. Director
3e. Explore opportunities to utilize RDA/CDA/EDA and other incentives to attract retail development as a net benefit to the City economy. Report progress to EDC	Jan. 30, 2012	Economic Dev. Director
3f. Participate in Chamber of Commerce and real estate professional conferences or conventions where opportunities exist to highlight North Ogden and development opportunities in the City. Report to EDC potential conventions or conferences	Apr. 30, 2012	Economic Dev. Director



*North Ogden City
Skate Park*

Implementation Performance Measures

Objective #3 Encourage Positive Economic Development

Strategies	Expected Completion Date	Who Assigned
3g. Conduct quarterly commercial development outreach events hosted by the Mayor. Invite businesses that are considering locating in North Ogden and real estate professionals representing commercial property in North Ogden. The purpose of the outreach open house is to highlight the benefits associated with locating in the City	Quarterly	Economic Dev. Director
3h. Conduct outreach teleconferences as needed with interested businesses and real estate professionals who are unable to attend an outreach event in person	As needed	Economic Dev. Director
3i. Create and fund an Economic Development Fund to finance ED activities outlined in the ED Plan	Annually	Economic Dev. Director/City Council
3j. Leverage membership in Ogden-Weber Chamber of Commerce to attract positive economic development. Prepare a formal annual report on the benefits of Chamber membership to the City Council	Annually	Economic Dev. Director/City Representative to the Chamber
3k. Develop a plan for conducting quarterly “new resident” open houses that incorporate volunteers, Youth Council, business sponsors, and the Civic League	Jan. 15, 2012	Mayor



Panoramic picture of North Ogden foothills

Implementation Performance Measures

Objective #3: Encourage Positive Economic Growth

Strategies	Expected Completion Date	Who Assigned
3l. Conduct monthly courtesy calls to commercial real estate professionals who are developing or representing major commercial properties in North Ogden. Report progress quarterly to EDC	Monthly-Calls Quarterly-Reports	Economic Dev. Director
3m. Develop a new-business “welcome packet”	Jan. 15, 2012	EDC
3n. Develop a new-resident “welcome packet”	Feb. 15, 2012	EDC
3o. Develop a program for “New Business Calls” that addresses how to welcome new businesses of various sizes into the City	Jan. 15, 2012	EDC
3p. Implement program for “New Business Calls” and conduct these visits no less than once per quarter	Quarterly or more often as needed	Economic Dev. Director



*Part of North
Ogden's Commercial
District*

Implementation Performance Measures

Objective #4: Maintain a Healthy Business Environment

Strategies	Expected Completion Date	Who Assigned
4a. Conduct an annual review of business ordinances in the City based on feedback from businesses and residents. Determine if any changes are necessary	Annually	EDC
4b. Emphasize customer service for all City staff involved with regulating business activities in the City. Use a “problem-solving” approach with businesses whenever possible	Ongoing	Mayor and City Manager
4c. Conduct an annual survey of North Ogden businesses to gather feedback on City performance, positive items, and any issues or concerns	Annually	EDC
4d. Participate actively in the North Ogden Business Alliance and provide financial and logistical support	Ongoing	Mayor, City Council Members, and Economic Development Director
4e. Develop a business “exit survey” and attempt to have businesses that leave North Ogden complete the survey to see what, if anything, the City could have done to create a stronger business climate	Ongoing	Economic Development Director

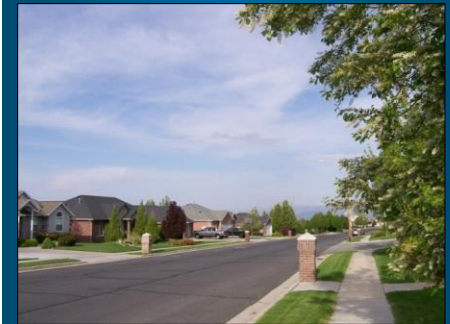


North Ogden Wildflowers

Implementation Performance Measures

Objective #5: Focus on Quality of Life as the City Promotes Economic Development

Strategies	Expected Completion Date	Who Assigned
5a. Formalize the Economic Development Committee as a standing committee with regular meetings. Utilize the EDC to bring residents, business representatives, and City leadership together to work on economic development initiatives, areas of concern, etc.	Ongoing	Mayor & City Council
5b. Report ED progress quarterly to residents via the City website and the City newsletter	Quarterly	Mayor
5c. Ensure residents have all possible opportunities to be involved with ED decisions, programs, and planning	Ongoing	Mayor & City Council
5d. Conduct a review of the General Plan with economic development and retail growth in mind. Examine infrastructure needs in the commercial district. Modify the General Plan as needed to meet these needs. Approach elected representatives to gain intergovernmental support for these needs	Oct. 15, 2012	Mayor and designees
5e. Emphasize customer service for all City staff involved with residents. Use a “problem-solving” approach with residents whenever possible	Ongoing	Mayor and City Manager



An example of North Ogden's beautiful, quiet neighborhoods

Appendices

- **Appendix A:** North Ogden Economic Development Survey Results
- **Appendix B:** North Ogden Economic Data
- **Appendix C:** The North Ogden Business Alliance (NOBA)



*Historic photo of
the North Ogden
Cannery Building*

Appendix A

North Ogden Economic Development Survey Results

- In order to get input and guidance from residents, North Ogden sent an economic development survey to every household in the City. We received 623 responses and many valuable ideas and suggestions.
- Dr. Leah Murray and Political Science students at Weber State University independently tabulated the survey results.
- The results of the survey greatly influenced how North Ogden approached the formation of this Economic Development Plan.
- Because of space constraints we cannot publish the full survey results here. However, we include graphs on the following page of four of the most pertinent questions that were asked in the survey and the responses. In addition, a full report of the survey results is posted on the “Economic Development” tab at www.northogdencity.com.

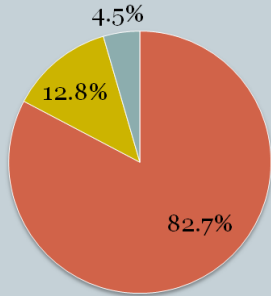


*Barker Park:
One of North Ogden's
12 public parks*

Overall Business Development Concept

Question #1

- Thriving Business District
- Bedroom Community
- No Answer

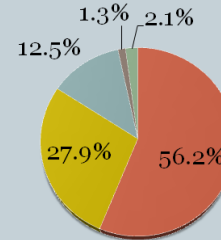


- **Given the arguments above, please mark which statement you most agree with:**
- ___ I want to see the City work to develop a thriving Business District along Washington Blvd. and 2700 North. I would like the City to have a stronger sales tax base in order to help keep property taxes lower. I believe that a strong Business District in a geographically limited area will not damage the unique aesthetics of North Ogden.
- ___ I want North Ogden to develop as a bedroom community. I like that our City does not have large business signs and other advertising. I would rather pay higher property taxes than see more business growth in our City.

Number of Businesses

Question #3

- Somewhat Too Few
- Far Too Few
- Just Right
- Too Many
- No Answer



- **In general, do you feel that the total number of businesses in North Ogden is:**
- Far too few
- Somewhat too few
- Just right
- Too many

Sales Tax & Shopping Local

Question #4

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree
- No Answer

a. Shopping local is important to me so North Ogden gets the sales tax revenue and I support local business.

56.2% 32.9% 7.1% 1.1% 0.6% 2.1%

b. I often leave North Ogden to shop because of limited shopping in North Ogden.

43.8% 40.3% 9.0% 4.3% 0.8% 1.8%

c. I would shop more often in North Ogden if there were more shopping options.

58.1% 27.6% 8.2% 3.5% 1.4% 1.1%

Attracting New Business

Question #7

- Strongly Agree
- Agree
- Neither Agree nor Disagree
- Disagree
- Strongly Disagree
- No Answer

North Ogden should actively encourage business development by creating a "business friendly" climate

50.9% 33.2% 7.7% 4.3% 1.9% 1.9%

North Ogden should market the City to potential businesses

42.7% 37.1% 10.0% 5.0% 2.9% 2.4%

North Ogden should participate in the Chamber of Commerce to attract new businesses

38.7% 33.1% 18.0% 4.7% 2.9% 2.7%

I support the use of financial incentives to bring new businesses

20.9% 26.2% 26.3% 14.4% 8.7% 3.5%

Appendix B

North Ogden Economic Data

- *Second highest median household income among the 10 nearest cities*
- *North Ogden is the 3rd largest city in Weber County (Utah's 4th most populous county)*
- *North Ogden has a high percentage of owner-occupied homes with a strong, and stable consumer base that includes nearby cities and towns*
- *North Ogden is at 50% estimated build-out, and expects 20,000 more residents in the future*

North Ogden City

By the Numbers:

- **Settled:** 1851
- **Incorporated:** February 1st 1934
- **Population (2010):** 17,357
- **Total households:** 5,569
- **–% Owner-Occupied:** 88.3%
- **Median Income:** \$74,384
- **% High School Grads:** 95.6%
- **% College Grads:** 33.8%

Source: US Census data;
<http://factfinder.census.gov/>



North Ogden's
Community Garden

Appendix C

The North Ogden Business Alliance

www.spenditinnorthogden.com

- **Founded** in March of 2006 by a group of businesses that saw the need for a local association to support the North Ogden business community.
- **Meetings:** Alliance Board Members meet every other week and general meetings are held quarterly. The Alliance meetings offer an opportunity for local businesses to gather and discuss issues of importance to North Ogden’s business community. City leaders also participate in meetings and offer support to the Alliance.
- **What has the Alliance Done?** In March of 2009 the Alliance committed to having frequent meetings and to work proactively to address issues raised by the group at large. The Alliance introduced the “**Spend It In North Ogden**” initiative; the goal of this program is to encourage residents to shop local. The program includes a website, signs at businesses, and a presence at Cherry Days. In conjunction with the City, the Alliance has installed “Spend It” banners along the business corridor and publishes a recurring message in the city newsletter.
- **Ordinance Updates:** In March of 2009, the Alliance asked the City to review existing ordinances to make them more business friendly in order to improve North Ogden’s business climate. In April of 2010 the City Council invited the business community to make a presentation at a joint session of the City Council and Planning Commission. The presentation and the Alliance’s efforts were instrumental in helping generate support for the formation of the North Ogden Economic Development Committee to find ways to improve the business climate.
- **Improved Business Climate:** In June of 2010 the Economic Development Committee began reviewing and submitting revised ordinances to the council that allowed for an attractive community while still encouraging a thriving business district. The Committee have been very successful and many important changes have been. Alliance members have played a key role in helping dramatically improve North Ogden’s business climate.
- ***The North Ogden Business Alliance is a valuable resource and advocate for the business community, represents an incredible opportunity for a public-private sector partnership, and is one more reason why North Ogden is a great place to do business!***

Adapted from “History of the NOBA” available at: <http://www.spenditinnorthogden.com/business-association/history-of-the-north-view-business-alliance/>