



# Newsletter

*A VOICE FOR RURAL UTAH*



## UPCOMING EVENTS

### Utah Association of Chambers Winter Conference

February 9-10, 2023  
Salt Lake City

### Rural Utah Chamber Coalition Monthly Meeting

February 10, 2023 at 10 am  
in person at the UAC Conference  
and online

### Rural Utah Chamber Coalition Conference

April 6-7, 2023  
Vernal

### One Utah Summit

May 1-2, 2023  
Layton

## Meet Your Board

**Tricia Harris, Chair,** is the Owner of Your Story Utah, a printing, photography & adventure shop and host of beautiful art from local artists on Parowan's quaint Main Street.



Raised in Murray, Utah, one of her first jobs was driving through the urban and rural counties of northern Utah; stopping at every city hall on a weekly basis where she fell in love with rural Utah. In 2000, she convinced her husband to pack up and move their family from the urban Salt Lake area to the little town of Parowan; population 2,500. It wasn't a hard sell as it was 15 minutes from Brian Head Ski Resort and in the backyard of 5 national parks.

Tricia has a passion for people and business, most importantly helping Chambers of Commerce and businesses in rural Utah grow and thrive. She can't wait to get to know the amazing leaders and communities of rural Utah better.

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Tricia currently serves on the Parowan Chamber Board, Vice Chair of Iron County Public Art Committee and Secretary for Vision Iron County.

**Colette Cox, Vice Chair**, is the Outreach Manager with the Governor's Office of Economic Opportunity for southern Utah. She has served rural communities for the past 18 years in economic strategy, innovative startup development, small business advising, and workforce expansion.

"I have a true love for rural Utah and the people that make up the heart of our small communities. It's where I'm from and where I'm most at home,"

Colette Cox said. "I strive to understand the uniqueness of each community and listen to the needs and desires of the residents, business community, and elected officials."

Colette Cox earned a bachelor's degree in business marketing from Utah State University and an MBA from the University of North Alabama.

**Abby Ivory, Secretary**, is the Owner and Broker of Town and Country Home Mortgage in Nephi for the past 18 years. She is the Past President and currently serves as the Executive Director for the Greater Nephi Chamber of Commerce. Abby serves on the North Sanpete School District Foundation as Treasurer, Director for the Miss Sanpete County Scholarship Competition, and Secretary/Treasurer of the Fountain Green Lamb Day Celebration Committee.



Abby is originally from the Charleston, South Carolina area but has lived in California, Florida, North Carolina, Germany, and Okinawa, Japan. She moved to Central Utah in 2000 and has made the rural, farming community of Fountain Green her home since 2002.



The mission of Women's Business Center of Utah (WBCUtah) is to help Utah women build confidence, create opportunities, and experience success in business ownership. They offer free one-on-one business advising, free group trainings, and 24/7 access to webinars to help you grow as a business owner.

WBCUtah online courses, tools & templates and learning library are customized to help you learn how to successfully operate a business while wearing many hats. Watch their pre-recorded trainings from your home on your own schedule.

Women's Business Center of Utah: [wbcutah.org](http://wbcutah.org)

Join the list of women owned businesses in Utah: [utahwomenowned.com](http://utahwomenowned.com)

# Tips for Effective Lobbying



**Justin Anthony, Director of Constituent Affairs for Senator Mike Lee**

## BEST PRACTICES AND WAYS TO INTERACT:

- Make sure to explain exactly what you want to see in a bill. Please don't assume that government officials know all the issues and everything in the bills. They have a lot of bills that come across their desk and cannot know the details of every bill.
- The quicker you can contact the representatives and flag items in a bill for them, the more effective the representatives can be.
- Feel free to stay in regular communication with elected officials. They want to hear from you and be friends with you. They need lots of voices from different perspectives.

## **Matt Holton, Partner with Stokes Strategies**

- Government entities like to pay for one-time projects and not recurring projects.
- Be as concise as you can when emailing, texting, or requesting a meeting.
- Give the specific title to a bill, and summary, and 4 sentences of what you are looking for. Anything more than that and they will lose interest.
- Interns are going through the representative's emails and selecting ones that are important.
- Emails to include name, exact address, and to specifically state that you are a constituent. Need to have a quick and concise "ask" in the email.
- Can request an in-person meeting through email.



The Utah Small Business Credit Initiative (USBCI) is a new federal loan program. It includes \$69 million in funding to expand access to capital for small businesses in Utah, especially for underserved communities.

The American Rescue Plan Act of 2021 authorized and funded the program. USBCI will help expand access to capital for small businesses emerging from the pandemic, create high-paying jobs, and build ecosystems of opportunity and entrepreneurship in Utah. We anticipate the program will stimulate up to \$690 million of investment in Utah's small businesses due to its 10:1 private-public investment ratio.

Over the last year, Go Utah has worked to build partnerships between financial institutions, community partners, and government leaders to design an industry-friendly program that solves gaps in the capital access market and provides the best possible outcomes for small businesses in Utah.

For more information and to apply visit: [business.utah.gov/usbc](https://business.utah.gov/usbc)

# RURAL EMPLOYMENT DEVELOPMENT INCENTIVE GRANT

The Rural Employment Development Incentive (REDI) grant is designed for businesses creating new high-paying jobs in rural Utah communities. The grant may be available to businesses creating new employment positions in rural counties or in cities/towns with a population of 10,000 or less in Weber, Davis, Utah, and Washington counties.

New jobs can be remote, online, in a satellite hub/office space, or physically located in the same county as the business. Based on the employee's work location, a business may receive up to \$6,000 for each new position.

A business considering the REDI grant must apply for and receive approval through the Utah Governor's Office of Economic Opportunity (Go Utah) in advance of creating any new position(s).

Newly created positions:

- will be filled by full-time employees
- will exist for at least 12 consecutive months
- will pay at least 110% of the county's average wage
- may not be within a business primarily engaged in construction, retail, staffing or public utilities

For more information or to apply visit: <https://business.utah.gov/rural/rural-employment-development-incentive-grant/>

## THE UTAH DIVISION OF OUTDOOR RECREATION GRANT PROGRAMS

### Utah Outdoor Recreation Grant (UORG)

The 2023 grant cycle is open from Jan. 17 – March 17, 2023

UORG is for new outdoor recreation infrastructure projects and helps communities build recreation amenities that support local economic development. Within the UORG program are the UORG Tier 1 (\$15,001-\$200,000), Regional Asset Tier (Up to \$750,000), Mini-Grant (Up to \$15,000), and the Utah Outdoor Classroom Grant (Up to \$15,000). Eligible applicants include: municipalities, counties, tribal governments, and nonprofit organizations.

Click Here to apply: <https://utdnror.my.site.com/portal>

### Recreation Restoration Infrastructure Grant (RRI)

The 2023 grant cycle is open from Jan. 17 – March 17, 2023

Funds are awarded to restore high-use and high-priority trails or repair or replace other types of developed recreation infrastructure on public lands. RRI grants are offered from \$5,000-\$150,000. Eligible applicants include: municipalities, counties, tribal governments, nonprofit organizations, and federal and state agencies.

Click here to apply: <https://utdnror.my.site.com/portal>