

BUSINESS  CONNECT

# Annual Report

FY 2025

SANDY CITY  
ECONOMIC  
DEVELOPMENT



# Our Mission

The mission of the Sandy City Economic Development/Redevelopment Department is to drive sustainable economic growth and prosperity within our community. We are dedicated to creating new job opportunities, enhancing the quality of life for our residents, fostering a thriving business environment through our Business Connect initiative, and attracting innovative and exceptional developments that contribute to the long-term success of Sandy. Our commitment is to serve as a catalyst for positive change, promoting collaboration and innovation as we work towards a brighter, more prosperous future for all.

# What We Do



## Facilitate

Sustainable Job Growth

## Attract

New Investment

## Sustain

Vibrant Neighborhoods

## Champion

Entrepreneurialism

## Enhance

Existing Business Activity

## Maintain

A High Quality-of-Life for Sandy Residents, Businesses, and Visitors

## Increase

Fiscal Revenues

## Diversify

Sandy's Economy and Local Tax Base



# Numbers & Trends

# Sandy City By The Numbers

Sandy City continues to demonstrate strong economic development metrics, supported by robust sales tax generation that reflects a healthy and vibrant commercial sector. The city boasts a highly educated workforce, contributing to elevated household incomes that rank among the highest in the state. These factors create an attractive environment for businesses and residents alike. As a major hub for businesses in Utah, Sandy plays a central role in driving regional growth and investment.

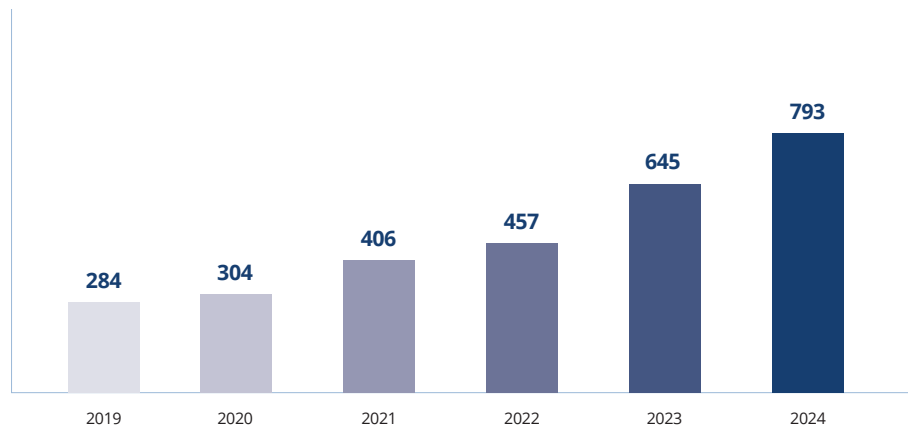
<div>5400+</div> <div>Total Businesses</div>	<div>\$108,926</div> <div>Median Household Income</div>	<div>49.7%</div> <div>Bachelor's Degree or Higher</div>
<div>700+</div> <div>New Business Licenses</div>	<div>1,600+</div> <div>New Jobs</div>	<div>3.0%</div> <div>Unemployment Rate</div>
<div>\$3.3B</div> <div>Taxable Sales (Top 5 City in Taxable Sales)</div>	<div>35,081</div> <div>Households</div>	<div>49,697</div> <div>Labor Force</div>

## Top Sandy Businesses

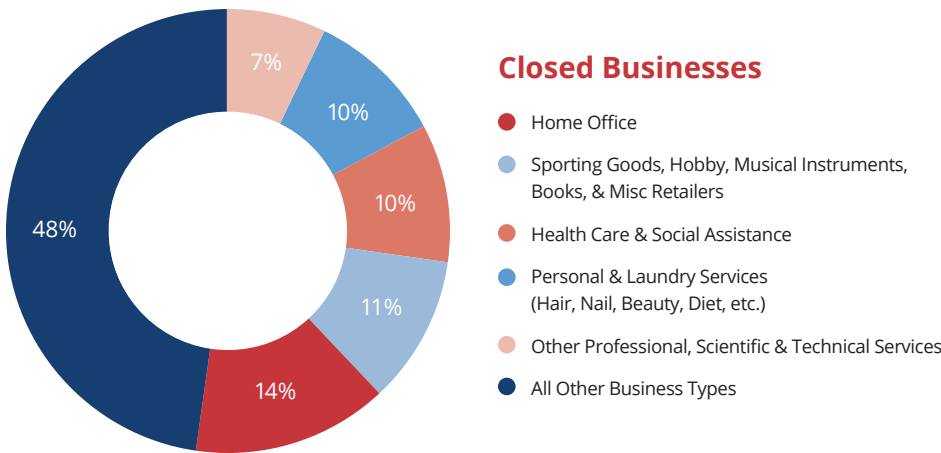
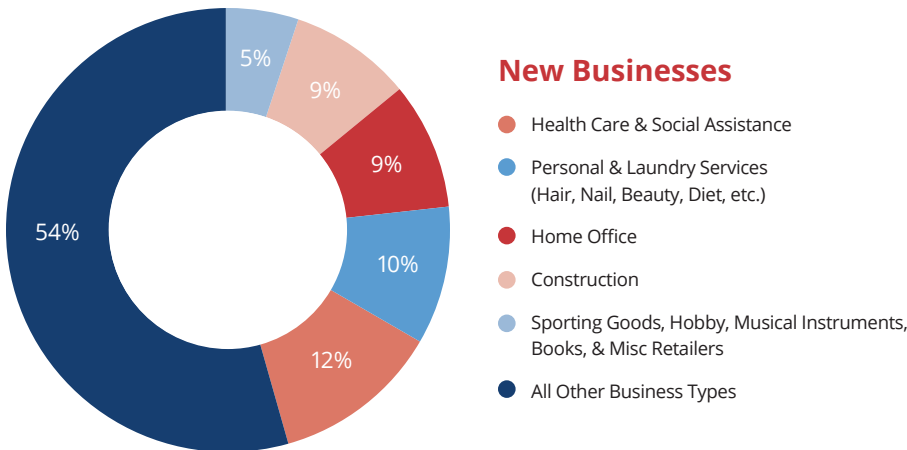
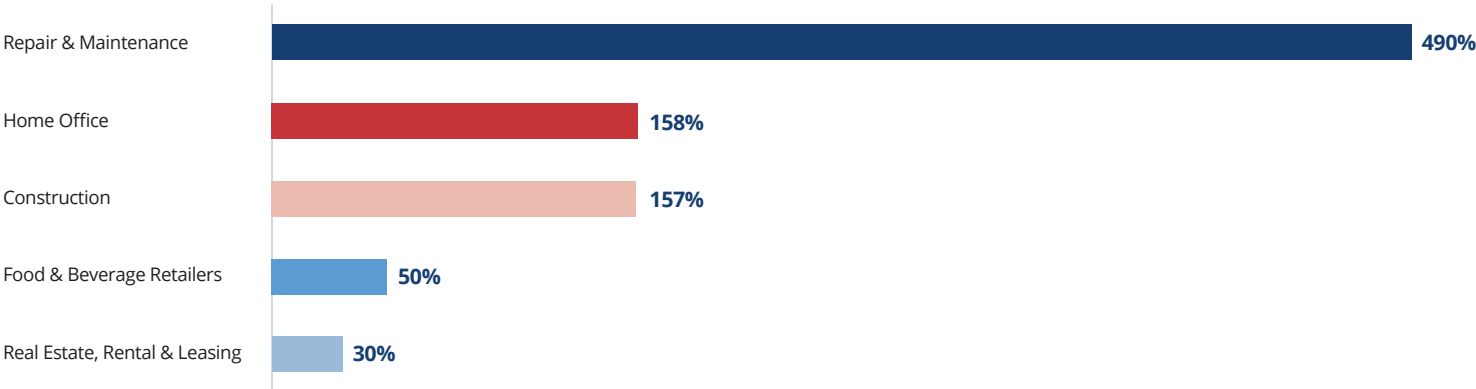


# Sandy City By The Numbers

## Total New Businesses



## Growing Businesses Year Over Year (CY23-24) – More Than 20 Businesses





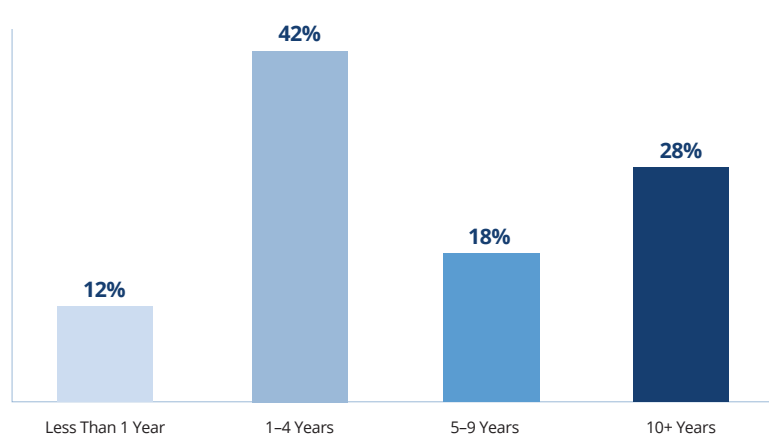
# 700+ New Businesses



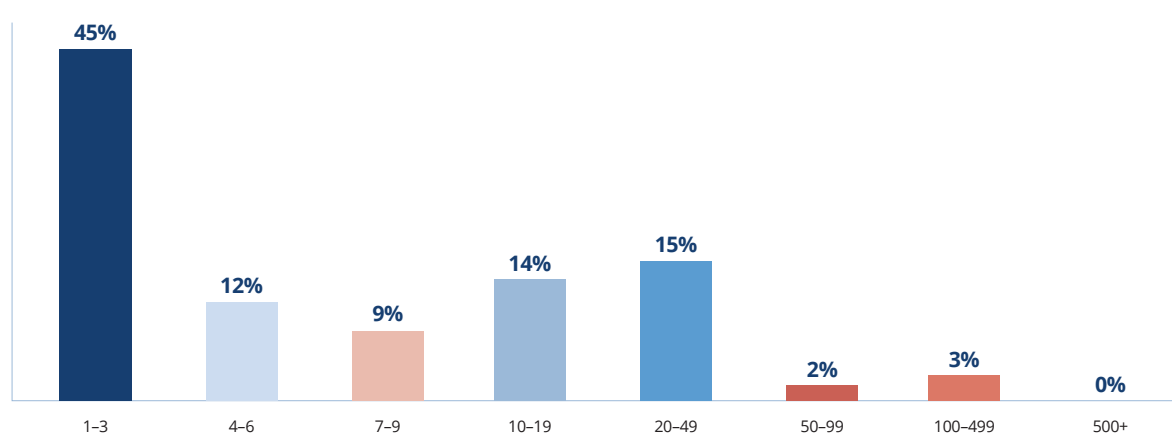


# Sandy City Business Survey

## Years in Business in Sandy



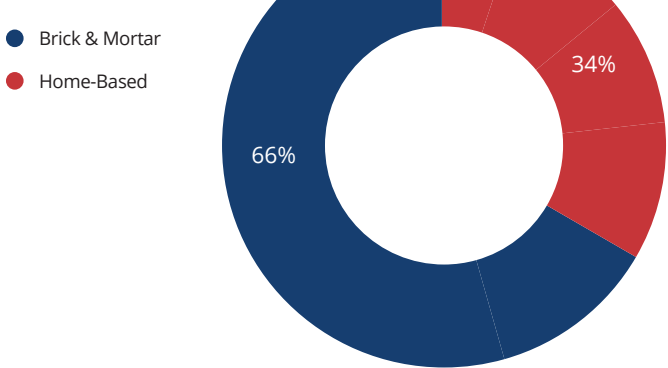
## Number of Employees



## Industry Type

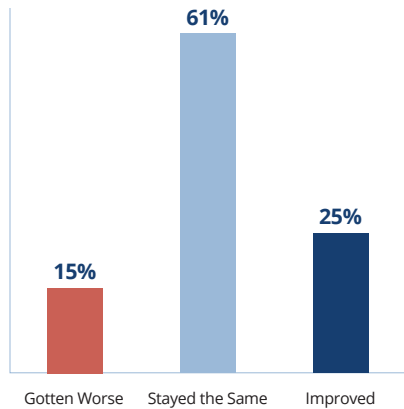


## Location Type

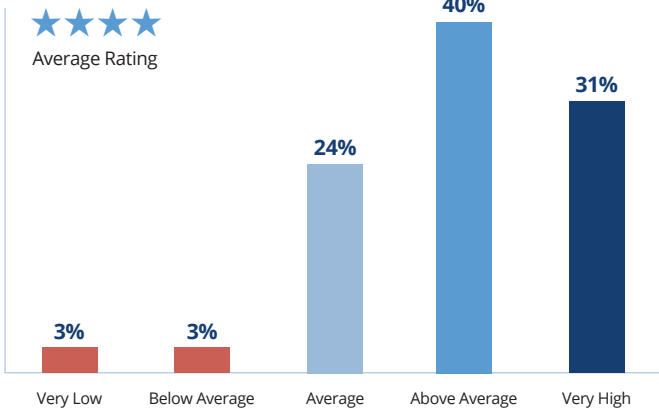


# Sandy City Business Survey

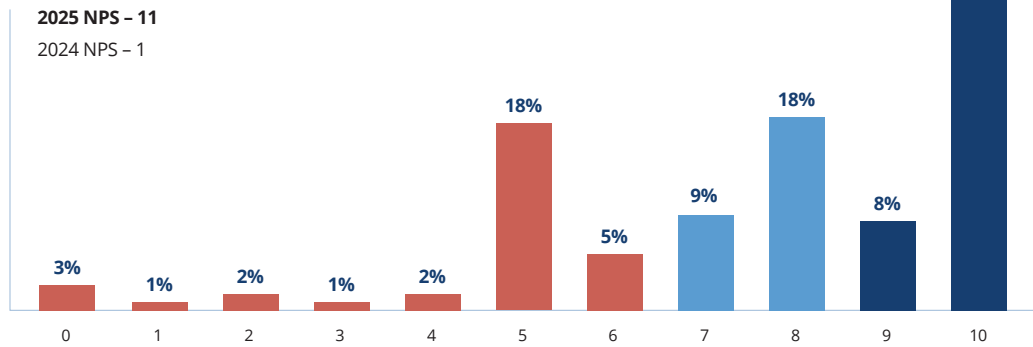
## Opinion of Sandy



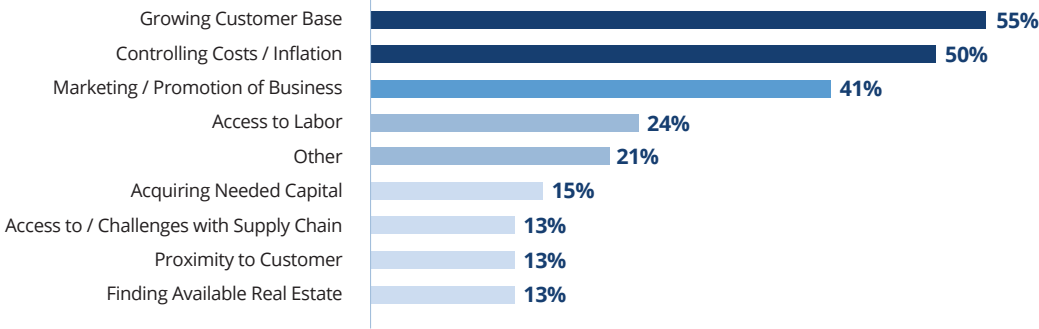
## Experience With Sandy City



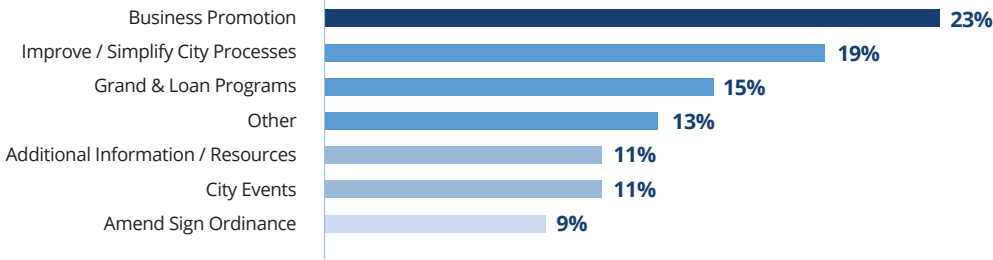
## Sandy NPS



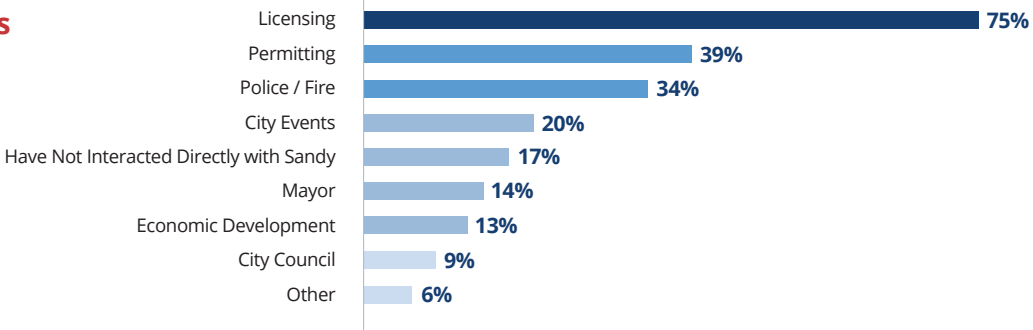
## Barriers to Growth



## How Can Sandy Help My Business?



## Who Businesses Interact With

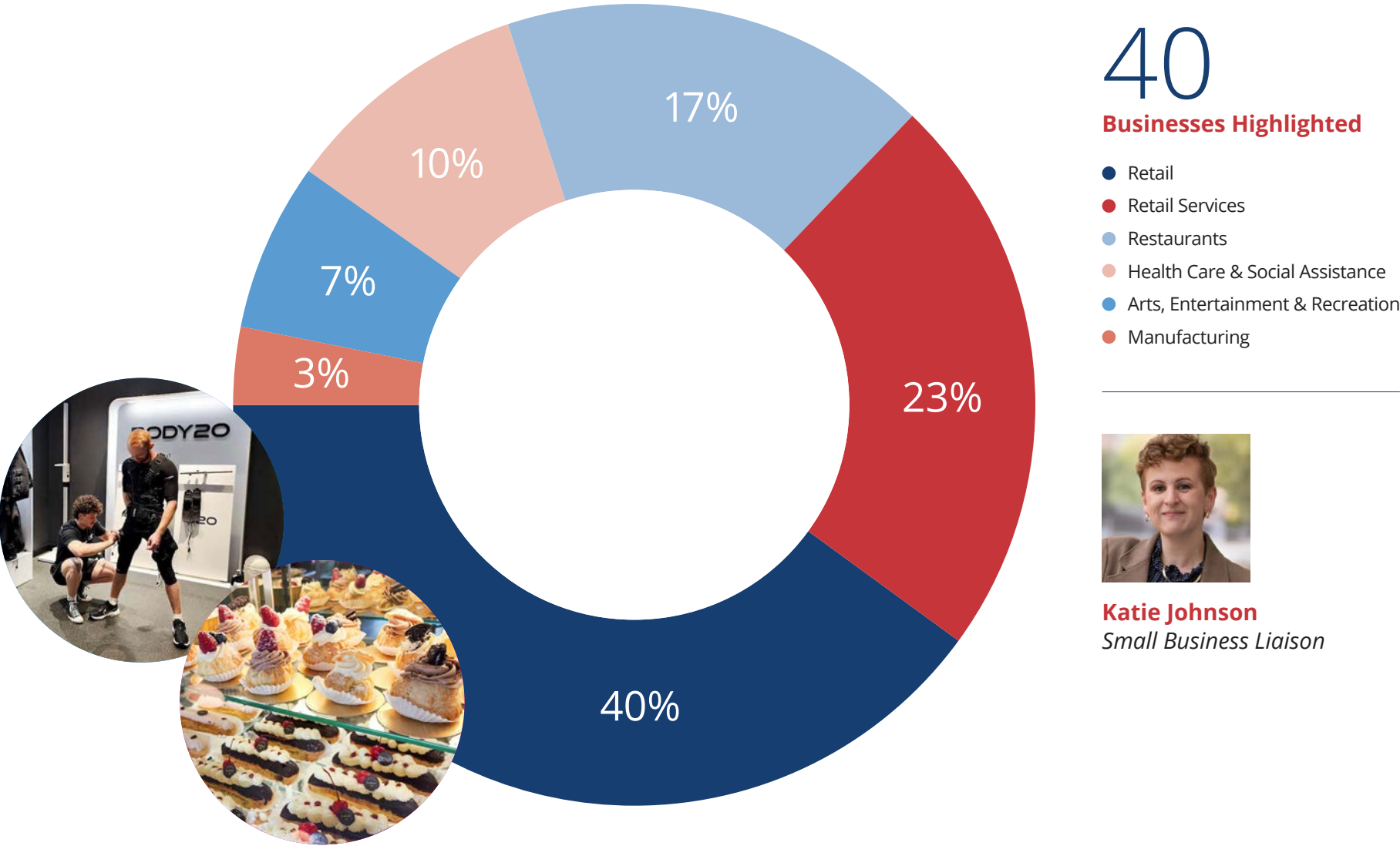






# Supporting Existing Businesses

# Business Highlight Program



**Katie Johnson**  
*Small Business Liaison*

“Sandy City staff are supportive and welcoming to small businesses. They really seem to care, which makes a big difference.”

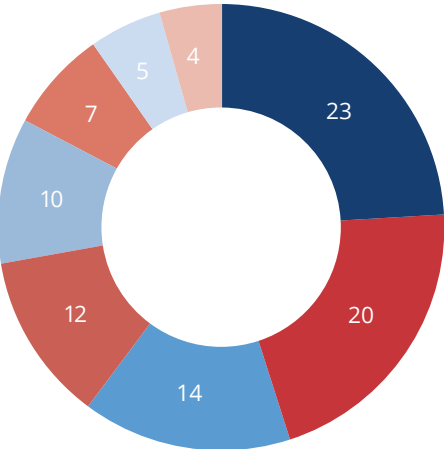
**Tina Brown**  
*Owner, Fat Macs*

“Sandy has a good reputation among residents and businesses. The city seems to prioritize and support local vendors.”

**Deanna Aguilera**  
*Owner, Allstar Party Rentals Utah*

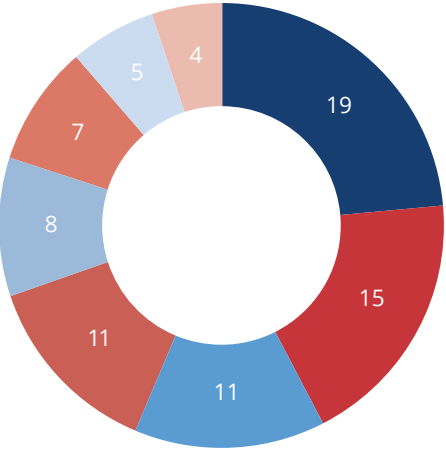


# Business Highlight Program



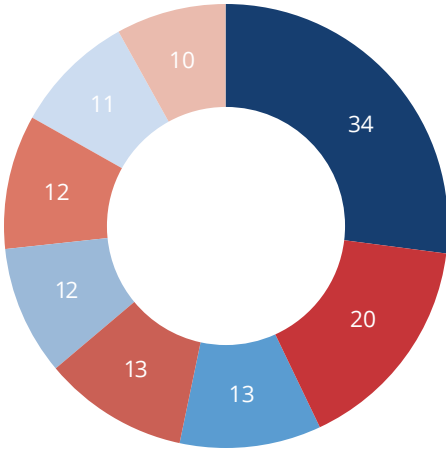
Top Business Concerns\*

- Marketing
- Attracting Customers
- Cashflow
- Economy
- Staffing
- Inflation
- Business Growth
- B2B Networking



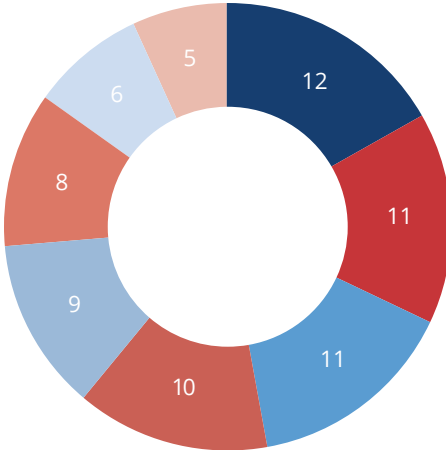
Top Suggestions\*

- Promotional Support
- Prioritize Local Vendors
- More Community / Vendor Events
- Training / Networking Opportunities
- Resource List, Information Packet, and/or Small Business Handbook
- City Catering / Vendor List
- Improve Communication
- Change Sign Ordinance



Top City Advantages\*

- Location
- Freeway Access
- Affluent Area
- City Staff / Support
- Landlord
- Nearby Venues & Retail Anchors
- Rent
- Building / Complex



Top City Disadvantages\*

- Licensing & Permitting Process
- Building / Complex Issues
- Traffic & Accessibility Concerns
- Limited City Support, Resources, and/or Communication
- Sprawl / Car Dependent
- Permanent / Temporary Sign Issues
- Built Out / Lack of Space to Grow
- Landlord

\*Total Mentions

# Shop & Stroll Events

In 2024, Sandy City proudly launched the Sandy Business Connect Shop & Stroll series—an initiative created to highlight and support our incredible local business community..

This effort was born directly from the feedback we received during our business highlight visits and through responses to the Sandy Business Survey, where many business owners expressed a desire for more opportunities to promote their services and connect with the community. Understanding the importance of local business visibility and customer engagement, the City organized three Shop & Stroll events throughout the year: Shop & Stroll at Union Square, Shop & Stroll at the Sandy City Trunk or Treat, and the Shop & Stroll Holiday Market.

These events were designed to be accessible and family-friendly, bringing together residents and business owners in a fun and interactive setting. In total, more than 100 different businesses participated across the three events, representing a diverse cross-section of Sandy's retail, service, food, and artisan sectors. Each event offered attendees the chance to explore unique products, meet business owners face-to-face, and enjoy seasonal festivities—all while supporting the local economy. The response from both businesses and residents was overwhelmingly positive, with many businesses reporting new customer leads, increased sales, and valuable brand exposure.

The Shop & Stroll events not only helped build stronger relationships between the City and its business community, but also fostered a greater sense of connection and pride among Sandy residents. By creating spaces where people could gather, shop, and celebrate local enterprise, we saw firsthand how powerful these events can be in energizing our commercial centers. Based on the success and momentum of the 2024 launch, Sandy City is excited to continue and expand the Shop & Stroll initiative in the years to come.





# Shop & Stroll Events





# Other Business Support Activities

## Shop Sandy Holiday Campaign

The Shop Sandy Holiday Campaign was designed to boost awareness, drive traffic, and increase sales for our businesses during the holiday season. Over 100 business participated in the campaign.

## South Valley Chamber Business Bootcamps

We partnered with the South Valley Chamber to pay for the costs for any Sandy business to attend the Chamber Business Bootcamps. In 2024, 32 businesses attended.

## Ribbon Cuttings

In 2024, The Economic Development Department, City Administration, and City Council attended 15 ribbon cuttings for new Sandy businesses.

## Business Appreciation Open House

We held a business appreciation open house to thank our local businesses, vendors, and other stakeholders, over 100 business attended.

## Performance Measures

150+

Businesses Participated in Business Connect Promotions and Events

32

Business Training Sponsorships

15

Ribbon Cuttings







# RDA Project Areas



# Sandy City RDA Project Areas

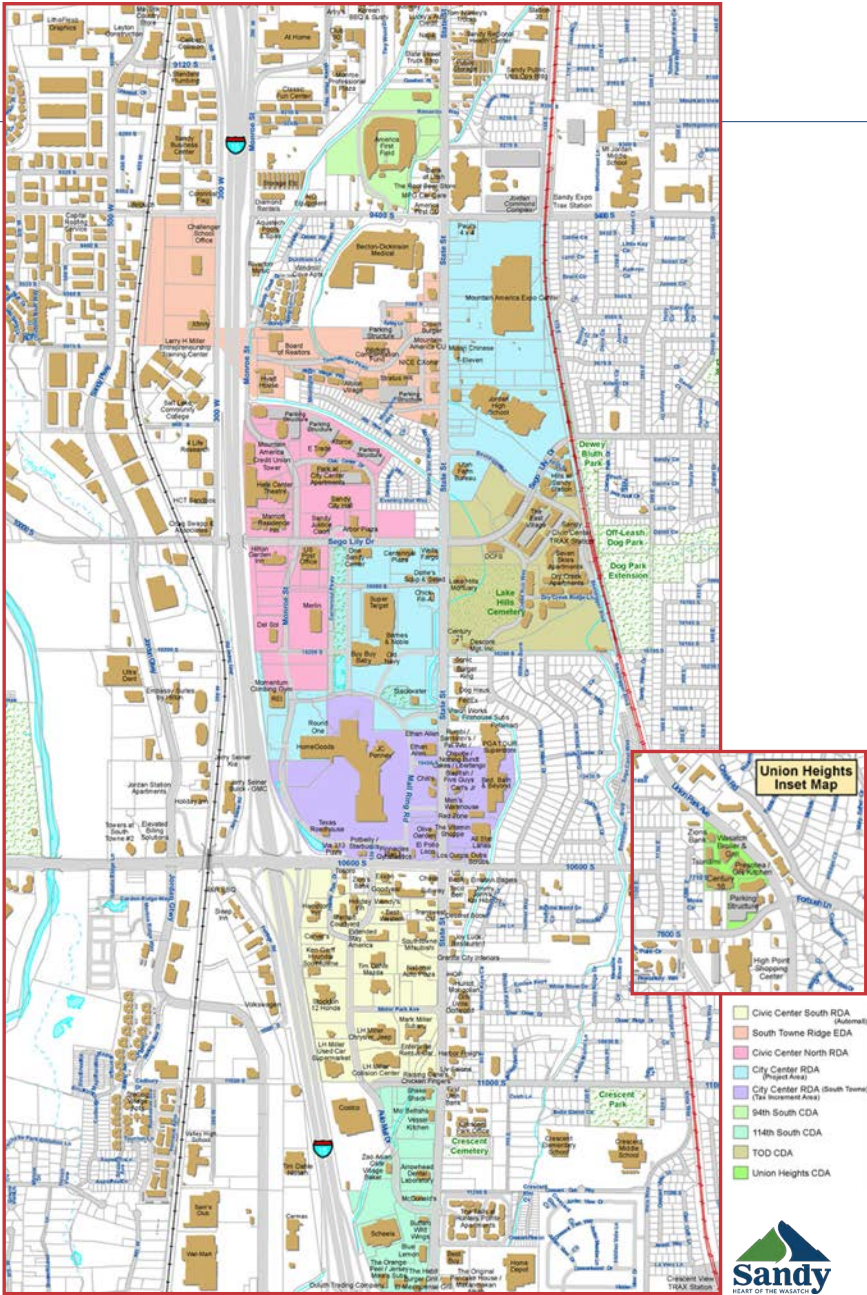
The Redevelopment Agency of Sandy City currently has six active tax increment financing areas within the City. Additionally, the Agency has two project areas that have sunset (City Center RDA and South Towne Ridge EDA), but still have fund balances. Fund balances are allocated to a Capital Facilities Plan Project line item (CFFP) for future projects within these areas. Provided in this section is an overview of the Agency and its six Project Areas.



## Overview of the Agency

Under the Utah Code Title 17C Community Reinvestment Agency Act, the Agency creates and administers project areas. The purpose of the Agency's Project Areas are to encourage the revitalization of certain areas within the City with quality development that are conducive to meeting the long-range goals of the City.

In Tax Year 2024, the Agency collected \$6,892,036 in tax increment. This money is reinvested into the Project Areas and City to continue expanding the local tax base.





# Civic Center South RDA

## Overview

<b>RDA</b> Type	<b>112</b> Acreage	<b>Commercial</b> Development Purpose	<b>36G</b> Tax District	<b>0.009228</b> Tax Rate
<b>FY 1989</b> Creation Year	<b>FY 1989</b> Base Year	<b>32 YRS</b> Term	<b>FY 1995</b> Trigger Year	<b>FY 2026</b> Expiration Year
<b>\$1,539,250</b> Base Year	<b>\$197,375,133</b> TY 2024 Value	<b>12,723%</b> Increase	<b>\$976,054</b> FY 2025 Increment	<b>1 YRS</b> Remaining Life

## New Development and Notable Projects

- Southtowne Auto Mall
- Hampton Inn
- Courtyard by Marriott
- Best Western
- Holiday Inn
- Raising Cane’s
- Maverik



The Civic Center South Project Area completed its thirty-first (31st) year of a thirty-two (32) year term in 2025. The original purpose of the Project Area was to eliminate blight, create jobs, and increase property and sales tax revenue to the taxing entities. The Project Area is located between 10600 South and 11000 South and between Interstate 15 and State Street.

The Project Area is intended to draw property tax increment (TIF) beginning with the taxes collected in 1994 and remitted to the Agency in 1995 and continue for 32 years through and including taxes collected in 2025 and paid to the Agency in the first quarter of 2026. The Agency has received tax increment revenue every year beginning in 1995.



# Civic Center North RDA

## Overview

<b>RDA</b> Type	<b>98</b> Acreage	<b>Commercial</b> Development Purpose	<b>35K 36H</b> Tax District	<b>0.009443</b> <b>0.009228</b> Tax Rate
<b>FY 1990</b> Creation Year	<b>FY 1990</b> Base Year	<b>34 YRS</b> Term	<b>FY 1998</b> Trigger Year	<b>FY 2034</b> Expiration Year
<b>\$556,045</b> Base Year	<b>\$388,530,526</b> TY 2024 Value	<b>38,753%</b> Increase	<b>\$3,512,269</b> FY 2025 Increment	<b>9 YRS</b> Remaining Life

## New Development and Notable Projects

- MACU Corporate Headquarters
  - Hale Center Theatre
  - The Park at City Center
  - South Towne Corporate Center
  - Sandy City Hall
  - Residence Inn
- Hilton Garden Inn
  - The Summit (to be built)
  - Centennial Village (to be built)
  - Sandy Shulsen (to be built)



The Civic Center North Project Area completed its twenty-fifth (25th) year of a thirty-four (34) year term in 2025. The original purpose of the Project Area was to eliminate blight, create jobs, and increase property and sales tax revenue to the taxing entities. The Project Area is located between Interstate 15 and Centennial Parkway and just north of the REI building up to Sego Lily Drive.

The Project Area was originally intended to draw TIF beginning in 1998 and continue for 32 years through and including taxes paid to the Agency in 2029. In 2016, the Agency successfully negotiated an extension within the Civic Center North Project Area. Additionally, the Agency adopted a resolution authorizing the extension of tax increment for 2 years due to the COVID-19 pandemic. The extension started in FY 2023. The extension will be for a 12-year period, with 2034 being the final year the Agency collects TIF.





# Union Heights RDA

## Overview

<b>CDA</b> Type	<b>11</b> Acreage	<b>Commercial</b> Development Purpose	<b>35U</b> Tax District	<b>0.001091</b> Tax Rate
<b>FY 2010</b> Creation Year	<b>FY 2010</b> Base Year	<b>15 YRS</b> Term	<b>FY 2013</b> Trigger Year	<b>FY 2027</b> Expiration Year
<b>\$2,677,500</b> Base Year	<b>\$53,763,046</b> TY 2024 Value	<b>1,908%</b> Increase	<b>\$46,784</b> FY 2025 Increment	<b>2 YRS</b> Remaining Life

## New Development and Notable Projects

- Union Heights Office Building
- Century 16 Theater
- Tsunami Restaurant
- Hoof & Vine
- Wasatch Broiler
- Coldwell Banker
- CUI Agency
- HNTB Corporation



The Union Heights Project Area completed its thirteenth (13th) year of a fifteen (15) year term in 2025. The original purpose of the Project Area was to assist with the parking structure costs of the mixed-use development. The Project Area is located along Union Park Avenue north of 7800 South.

The Project Area is intended to draw property tax increment (TIF) beginning with the taxes collected in 2012 and remitted to the Agency in 2013 and continue for 15 years through and including taxes collected in 2026 and paid to the Agency in the first quarter of 2027. The Agency has received tax increment revenue every year beginning in 2013.



# 9400 South CDA

## Overview

<b>CDA</b> Type	<b>31</b> Acreage	<b>America First Field</b> Purpose	<b>35S</b> Tax District	<b>0.001491</b> Tax Rate
<b>FY 2007</b> Creation Year	<b>FY 2006</b> Base Year	<b>22 YRS</b> Term	<b>FY 2011</b> Trigger Year	<b>FY 2034</b> Expiration Year
<b>\$6,708,240</b> Base Year	<b>\$75,563,848</b> TY 2024 Value	<b>1,026%</b> Increase	<b>\$101,335</b> FY 2025 Increment	<b>9 YRS</b> Remaining Life

## New Development and Notable Projects

- The 9400 South CDA was created with the intent of incentivizing the development of America First Field, the home of REAL Salt Lake. The most notable project located in the Project Area is the stadium.



**The 9400 South Project Area** completed its fifteenth (15th) year of a twenty-two (22) year term in 2025. The original purpose of the Project Area was to assist with the development of America First Field, home of REAL Salt Lake. The stadium project has created jobs, and increased property and sales tax in the region. The Project Area is located west of State Street and north of 9400 South where the stadium now sits.

The Agency entered into an agreement with the State and Salt Lake County where, beginning on July 1, 2007, and ending on June 20, 2027, the Project Area will receive 15% of the Transient Room Tax (TRT) revenues generated within Salt Lake County. The Agency adopted a resolution authorizing the extension of tax increment for 2 years due to the COVID-19 pandemic, as transient room tax rates fell drastically. The Project Area is intended to draw property tax increment (TIF) beginning with the taxes collected in 2010 and remitted to the Agency in 2011 and continue for 22 years through and including taxes collected in 2033 and paid to the Agency in the 2034.



# 11400 South CDA

## Overview

<b>CDA</b> Type	<b>51</b> Acreage	<b>Commercial</b> Development Purpose	<b>35W</b> Tax District	<b>0.008844</b> Tax Rate
<b>FY 2010</b> Creation Year	<b>FY 2010</b> Base Year	<b>25 YRS</b> Term	<b>FY 2015</b> Trigger Year	<b>FY 2039</b> Expiration Year
<b>\$13,336,600</b> Base Year	<b>\$95,739,561</b> TY 2024 Value	<b>617%</b> Increase	<b>\$569,600</b> FY 2025 Increment	<b>14 YRS</b> Remaining Life

## New Development and Notable Projects

- Scheels Sporting Goods
- Duluth Trading
- Shake Shack
- Buffalo Wild Wings
- Crescent Hall Event Center
- The School Yard Development
- Veterinary Emergency Group (new)
- One Ten Apartments (to be built)



The **11400 South Project Area** completed its eleventh (11th) year of a twenty-five (25) year term in 2025. The original purpose of the Project Area was to assist with the development of Scheels sporting goods store as a destination retail anchor in the City. The Project Area is located west of State Street, north of 114th South along I-15.

The Project Area is intended to draw property tax increment (TIF) beginning with the taxes collected in 2014 and remitted to the Agency in 2015 and continue for 25 years through and including taxes collected in 2038 and paid to the Agency in the first quarter of 2039. The Agency has received tax increment revenue every year beginning in 2015.



# Sandy TOD CDA

## Overview

<b>CDA</b> Type	<b>79</b> Acreage	<b>Transit Oriented</b> Purpose	<b>ABI ABJ</b> Tax District	<b>0.008657</b> <b>0.008657</b> Tax Rate
<b>FY 2014-16</b> Creation Year	<b>FY 2014</b> Base Year	<b>22 YRS</b> Term	<b>FY 2018</b> Trigger Year	<b>FY 2039</b> Expiration Year
<b>\$18,297,300</b> Base Year	<b>\$216,329,439</b> TY 2024 Value	<b>1,082%</b> Increase	<b>\$1,685,994</b> FY 2025 Increment	<b>14 YRS</b> Remaining Life

## New Development and Notable Projects

- Seven Skies
- Dry Creek at East Village
- The Calo
- Bridge Investment Group
- AvidXchange
- Utah Department of Human Services
- Urban Groceries
- Sandy Towers West (to be built)



The **Sandy TOD Project Area** completed its eighth (8th) year of a twenty-two (22) year term in 2025. The original purpose of the Project Area was to assist with the parking structure and other infrastructure costs related to Utah’s first transit-oriented development. The Project Area is located north of 10200 South, between Beetdigger Boulevard, 10200 South, State Street, and the UTA Trax Line.

The Project Area is intended to draw property tax increment (TIF) beginning with the taxes collected in 2017 and remitted to the Agency in 2018 and continue for 22 years through and including taxes collected in 2038 and paid to the Agency in the first quarter of 2039. The Agency adopted a resolution authorizing the extension of tax increment for 2 years due to the COVID-19 pandemic.





# Thank You



## Website

[www.sandy.utah.gov](http://www.sandy.utah.gov)  
[www.sandybusinessconnect.com](http://www.sandybusinessconnect.com)



## Phone

801-568-7105



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## Social Media

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