

An aerial photograph of a mountain range covered in snow. In the foreground, a town is visible, with buildings and roads. The sky is a pale blue. The overall scene is serene and majestic.

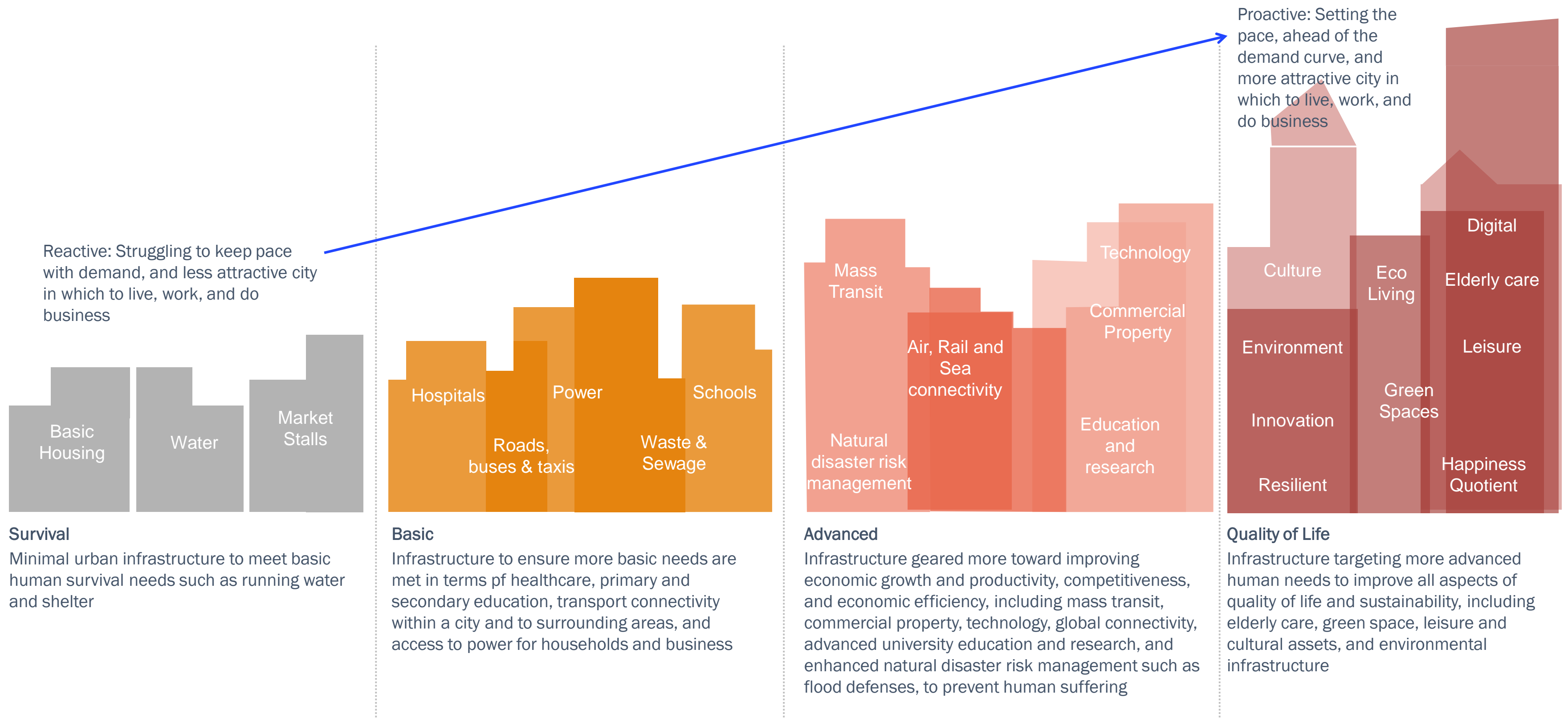
Mobilizing for growth

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SVED 2018

Where Are Cities Today?

Four Levels of a City's Needs



Basic goals of almost every city



Attract new business.

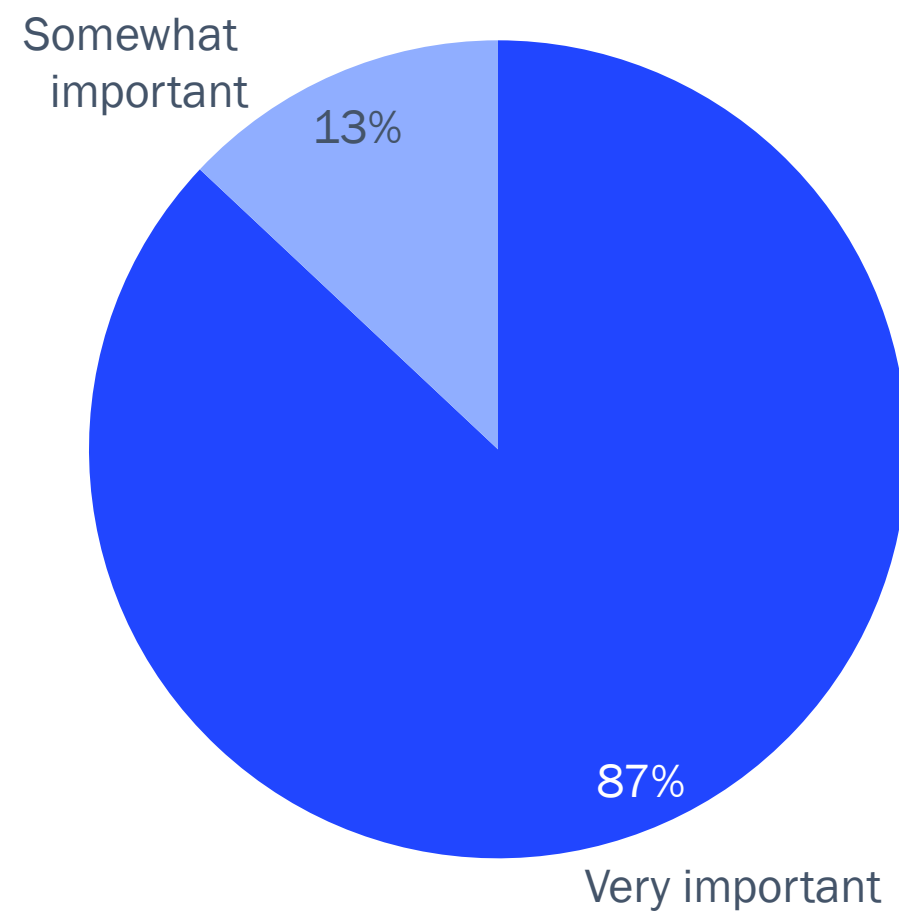


Attract new residents.

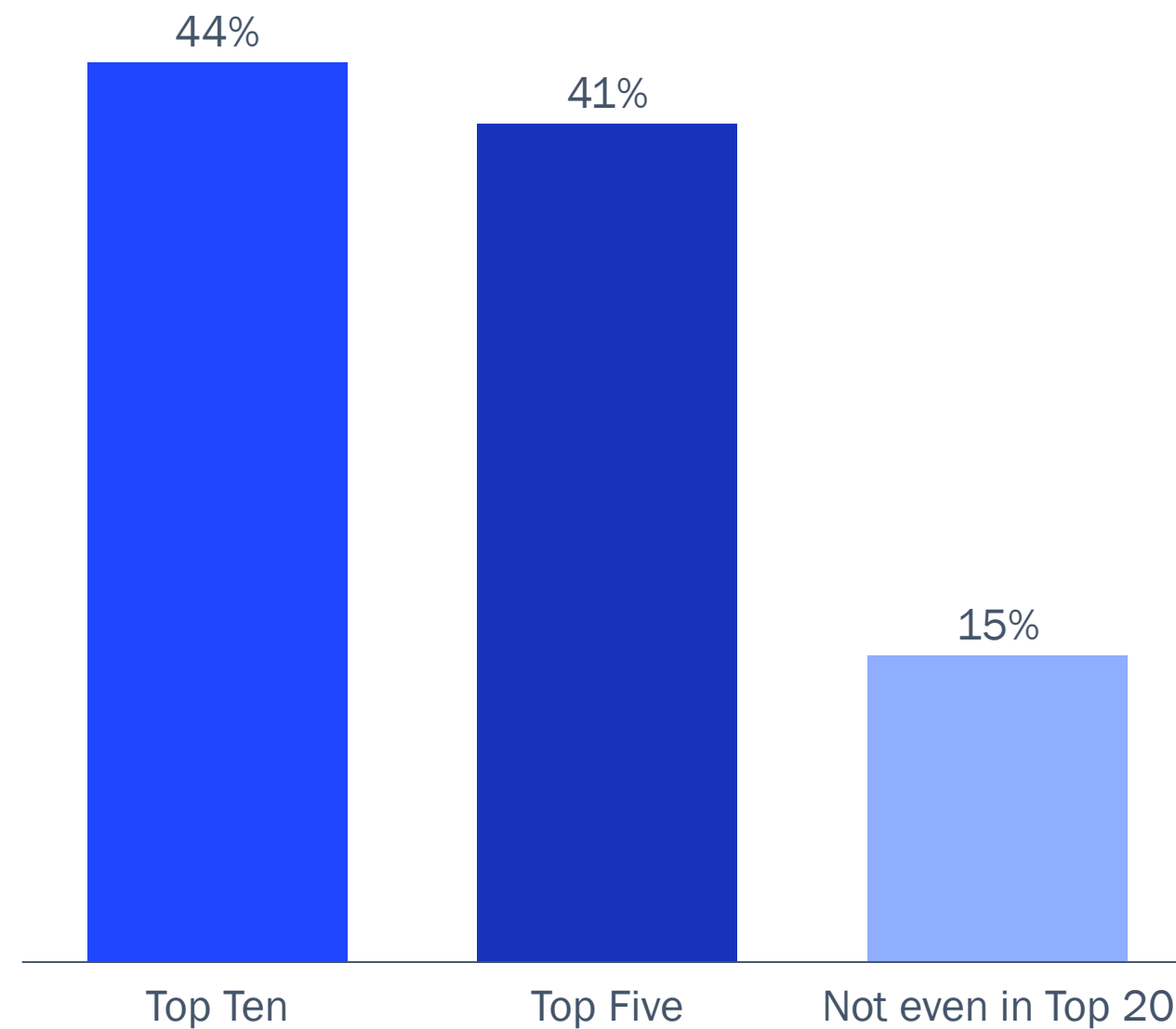
Who Are Cities Trying to Attract?

Survey of city hall officials shows...

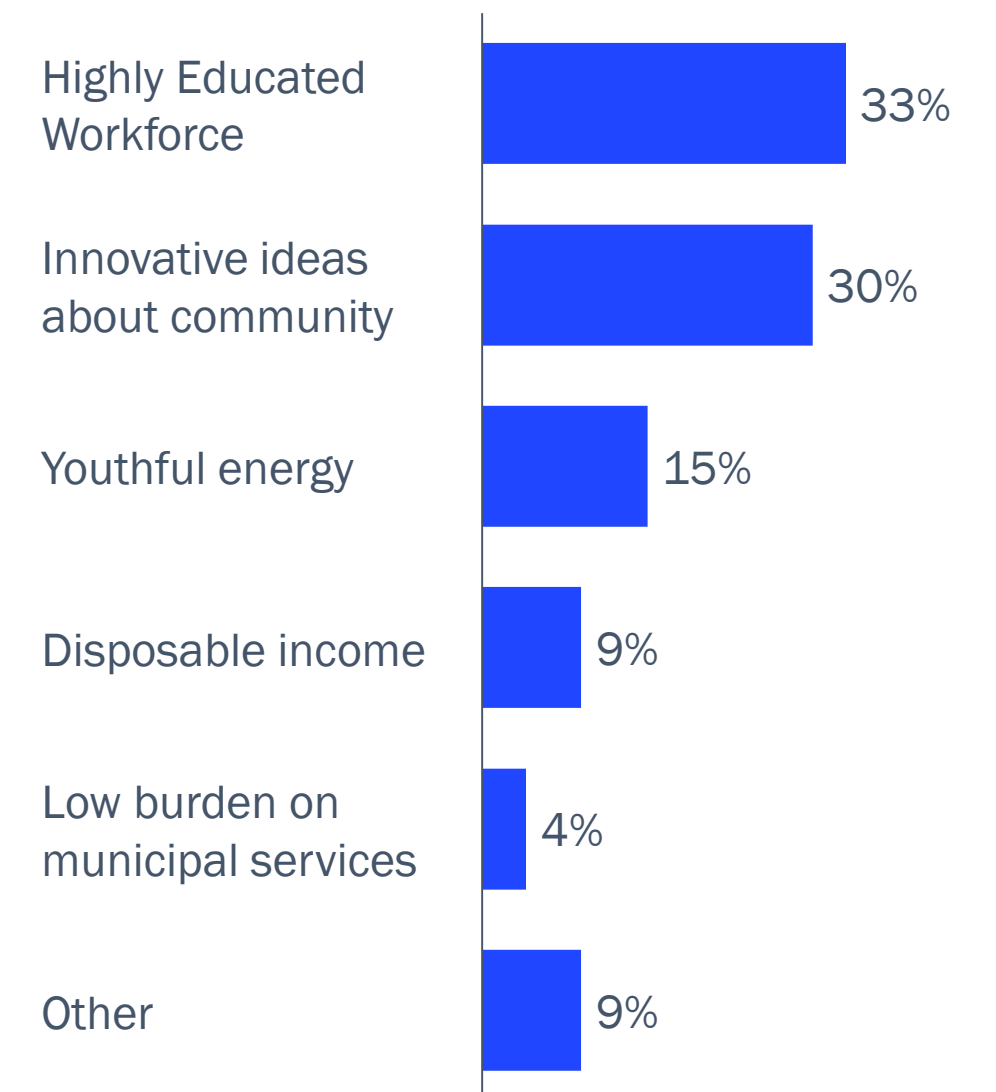
How important is young talent to *the future economic health* of your city?



When considering all the hot-button issues that your administration might be dealing with, *where does attracting young talent rank?*



What is the most important value younger generations bring to a city?



What Does the Younger Generation Want Today?



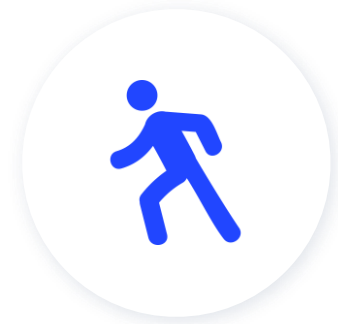
86%

Think it's important for city to offer opportunities to live and work without relying on a car



66%

Feel access to high quality transportation is one of top three criteria in choosing city



54%

Would consider moving to another city if it had better options for getting around



61%

Expect 100% mobile coverage and seamless WiFi offloading wherever they are



87%

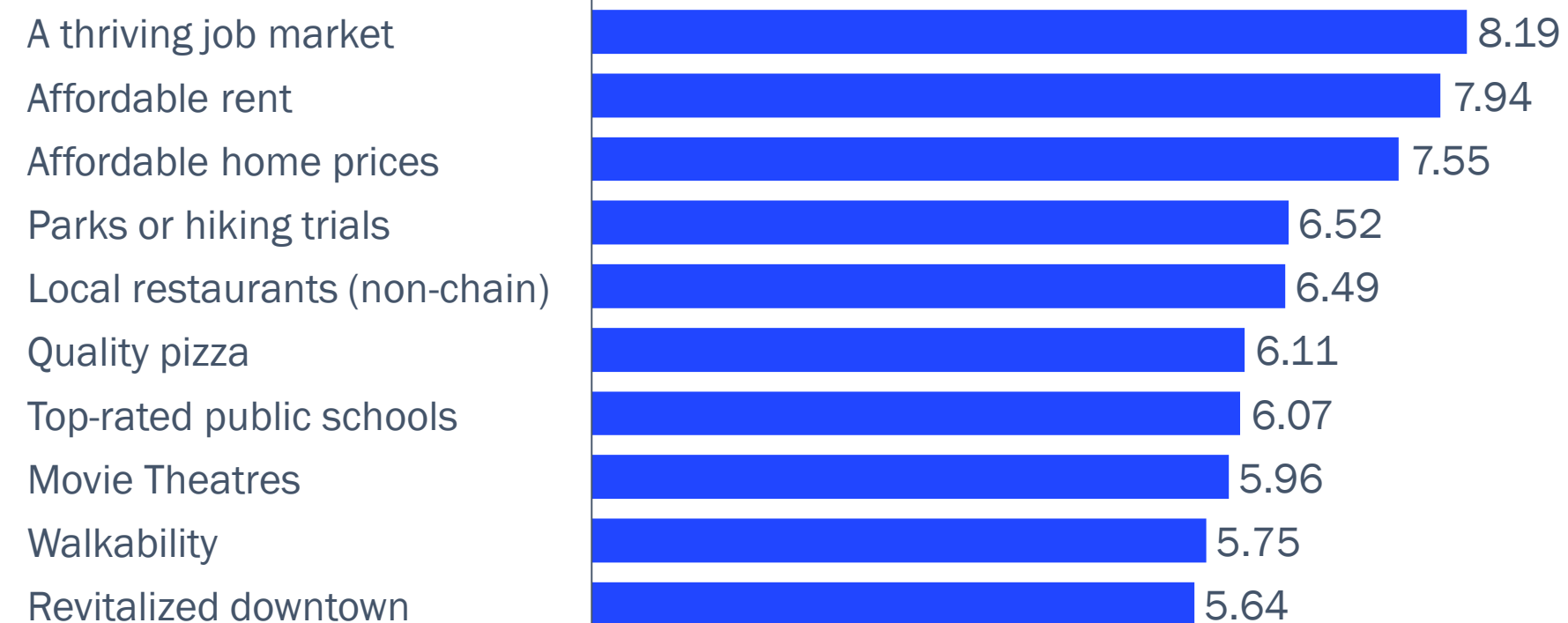
Expect high-speed 5G access to make ingesting any online content a painless experience



63%

Expect driverless cars to be commonplace in 2025

Top 10 Qualities Wanted in a City (Scale of 1-10)



Mobility, Strong Infrastructure, Job Market,
Connected Assets

Quality of Life

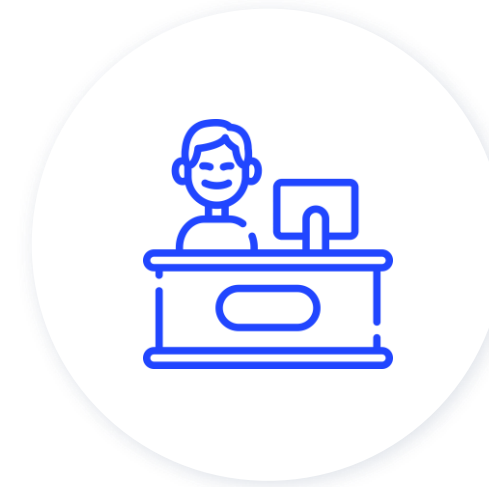
Where does Sun Valley sit?



Decreased in
population among ages
20 to 34 since 2000



Average age increased
from 37.4 to 42.9 since
2000



53% of jobs are
Leisure, Hospitality,
Retail or Construction



Population has
remained relatively flat
since 2010

What do businesses want?



Businesses are going where the people are.



Business friendly environment



Easy transportation. Public mass transit of airports.



Easy access to infrastructure. Roads, interstates and high-speed Internet.



What are cities doing to attract business & people?

Public/Private Partnerships



Live, Work, Play
Environments
and/or
Target Single Family
Home Builds.



Become the
Epicenter



Environment
to Innovate



Upgrade to
concierge city
services



Update public
transportation
systems

“

In this world
you're either **growing** or
you're **dying** so get in
motion and **grow**.

– **Lou Holtz**