

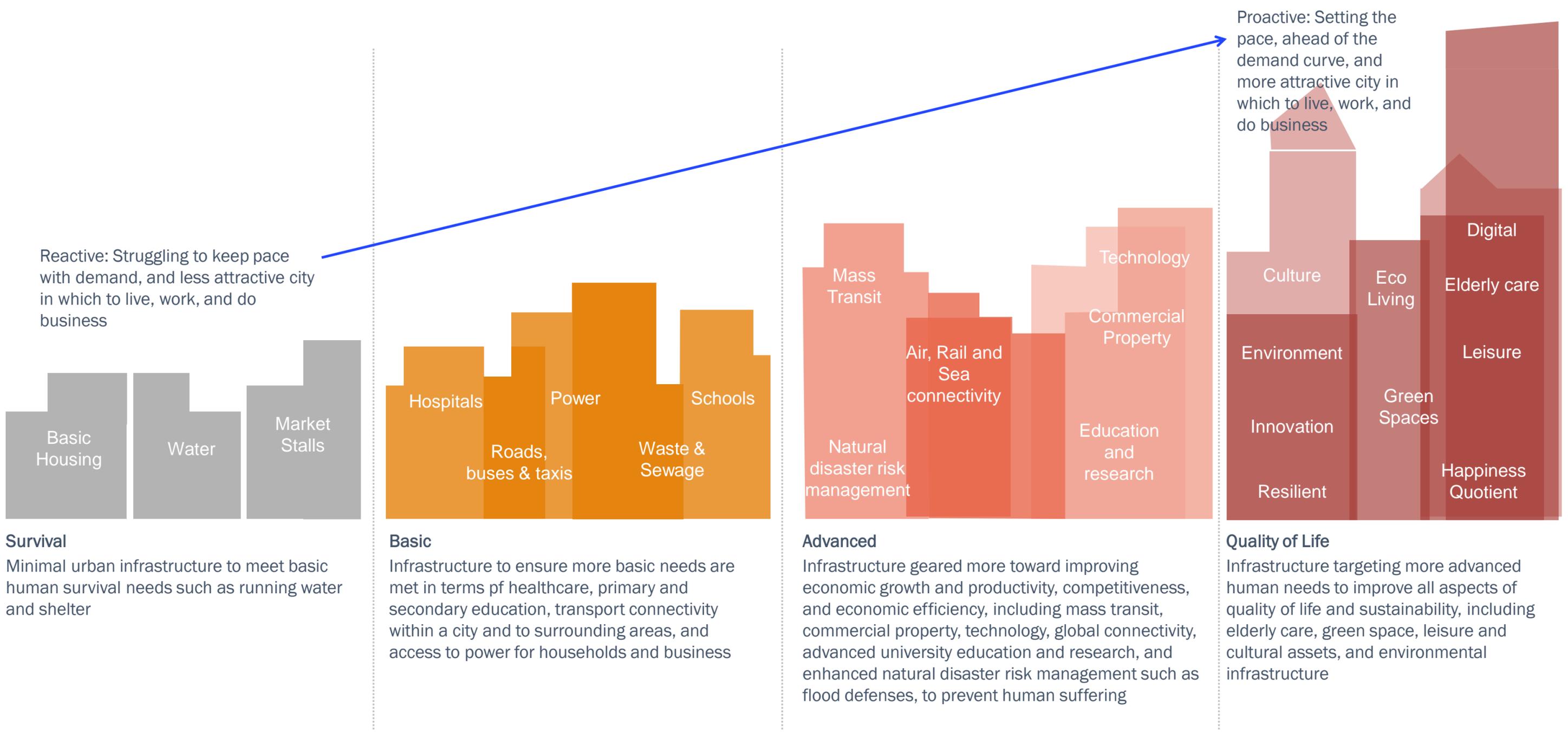
# Mobilizing for growth



SVED 2018

# Where Are Cities Today?

## Four Levels of a City's Needs



# Basic goals of almost every city



Attract new business.

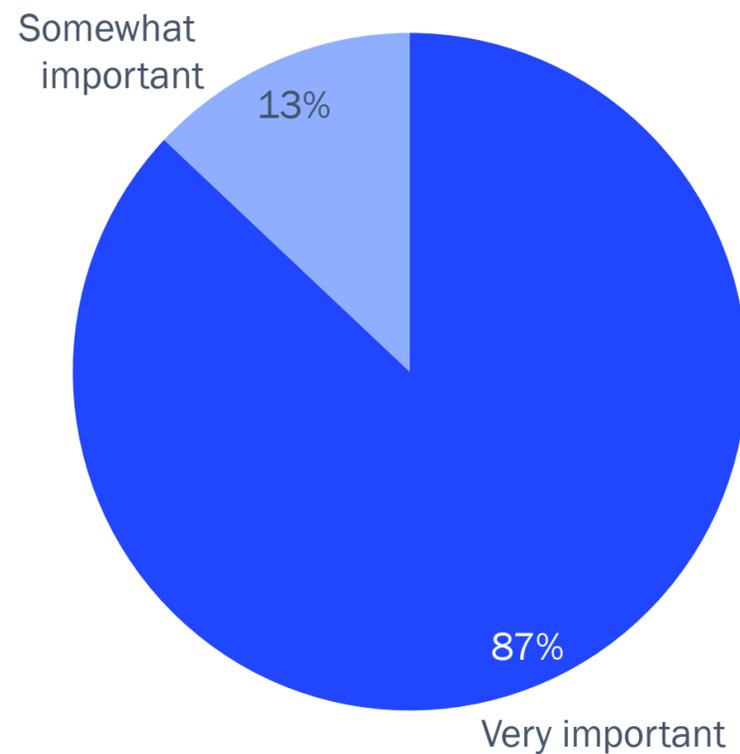


Attract new residents.

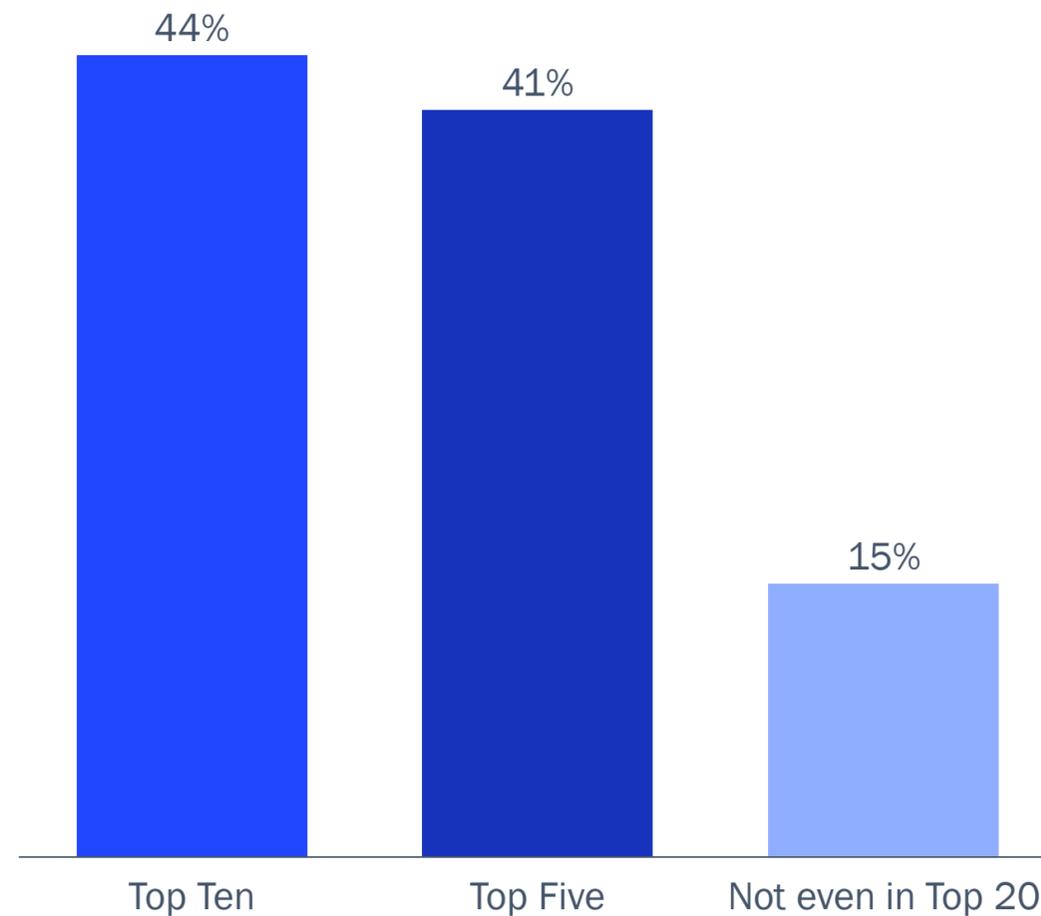
# Who Are Cities Trying to Attract?

Survey of city hall officials shows...

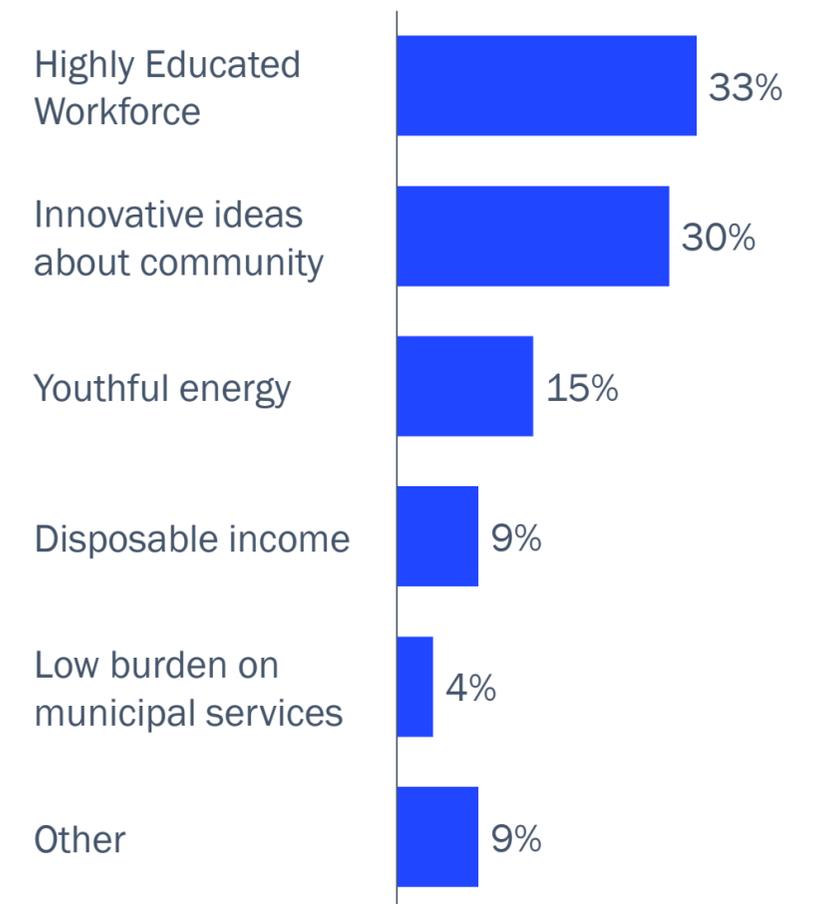
How important is young talent to the future economic health of your city?



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?



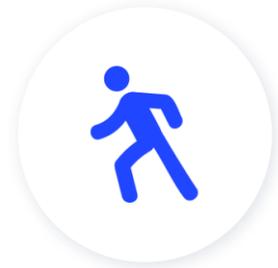
86%

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%

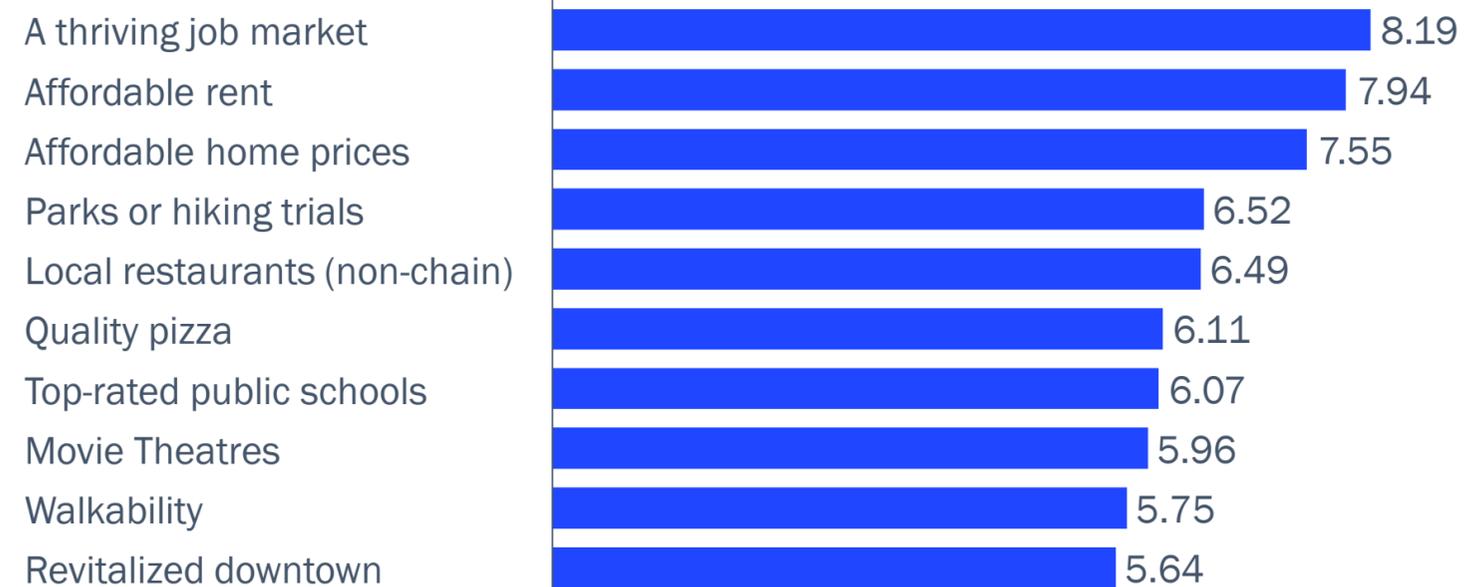
Expect high-speed 5G access to make ingesting any online content a painless experience



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?

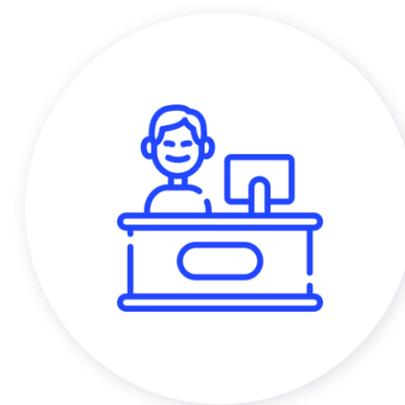
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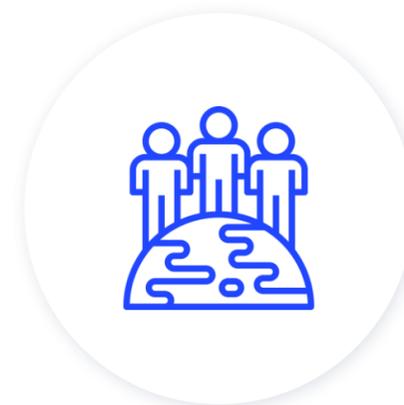
Decreased in population among ages 20 to 34 since 2000



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?

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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.



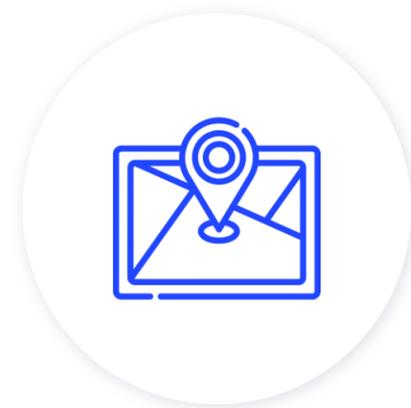
# What are cities doing to attract business & people?

## Public/Private Partnerships

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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**