# **Utah Business**

# DESIGNED AND ILLUSTRATED BY ADAM GUNN

to start

business



Most charitable state in the nation



D LOGAN 4 of top 5 best cities to start a **business** 

> CEDAR CITY WASHINGTON ST. GEORGE



**#1 IN EMPLOYMENT BASED ON JOB GROWTH** 

ACCORDING TO U.S. NEWS & WORLD REPORT



Most independent

(i.e. self-reliant) state in the nation



**%CNBC** 

Happiest state in the nation



According to 1851 Franchise Magazine



**Utah residents** 

with health insurance coverage



Ranks #1 along with North Dakota according to the U.S. Census Bureau

of Utahns have public medical coverage, which is also the lowest cost coverage in the nation



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**OVERALL ECONOMIC OUTLOOK in 2023** 

**AMERICAN** 













Greatest Snow on Earth

SKI magazine 2024 TOP RESORTS in the West

RANK

**Best state for** social mobility Archbridge Institute





POWDER

force participation rate in the U.S.

Based on seasonally adjusted data from the U.S. Bureau of Labor



**ALTA** 

**DEER VALLEY** 

**SNOWBIRD** 









Best U.S. cities to start a business



online bachelor's programs for veterans



**MECNBC** 

Top 10 cities in job satisfaction





university social media accounts According to RivalIQ

RANK

**MarketWatch** 

**Most affordable** cities in the Western U.S.

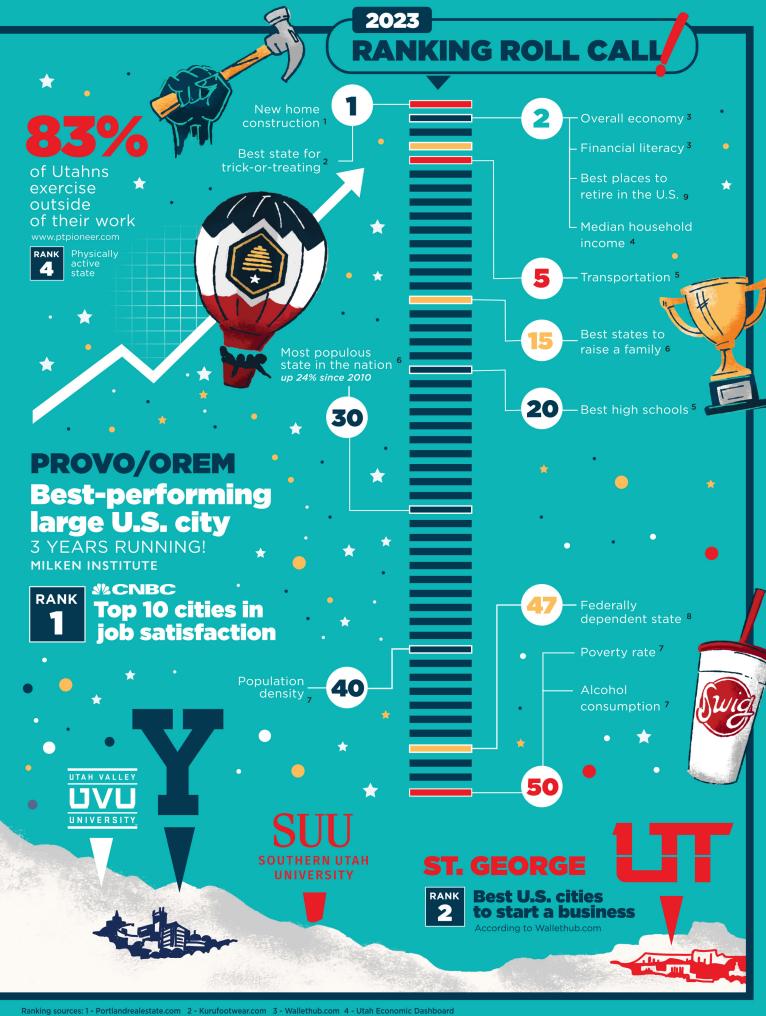














# **AWESOME BY THE NUMBERS**



Olympics games hosted by the state of Utah (2002)

With one on the way! In November, Utah was named the preferred host for the 2034 Winter Olympics—a significant move that all but guarantees the Olympic games return to Utah a little more than a decade from now.

#### **National parks**

Utah's overall economic output generated by "Mighty 5" park visitors is estimated at \$2.6 billion. This includes direct, indirect and induced economic impacts, showcasing the ripple effect of park tourism on the state's economy.





15

#### World-class ski resorts

Utah boasts nearly 32,000 skiable acres statewide—that's roughly the same acreage as Bryce Canyon National Park. For the 2022-2023 season, ski and snowboard visitors spent \$2.54 billion.

#### Film and television productions shot in 2023

According to the Utah Film Commission, these productions inject an estimated \$161 million into Utah's economy, \$135 million of which will come from productions filmed in rural Utah counties.







#### State parks and recreation areas

Utah's outdoor recreation economy saw its biggest financial gains ever in 2022—raking in a total of \$8.1 billion overall according to the U.S. Department of Commerce's Bureau of Economic Analysis

#### **Mapped hikeable miles**

Utah has over 20,000 miles of mapped trails showcasing the state's diverse landscapes. These trails offer not just stunning scenery but also a platform for various recreational activities, contributing significantly to Utah's tourism and outdoor recreation industry.

# 20,000



## Combined points scored by Stockton and Malone

The Utah Jazz is celebrating its 50th anniversary, and a huge part of its DNA and history were defined by the dynamic duo of John Stockton and Karl Malone. The Hall of Fame teammates led the team to back-to-back NBA finals appearances in 1997 and 1998.

## Salt Lake City International Airport travelers

between July 2022 and June 2023, breaking the pre-COVID record. The airport has more than 320 scheduled commercial departures each day serving over 93 cities worldwide. 26,421,401

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