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# ASPA BUZZ

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A Publication of the American Society for Public Administration, Utah Chapter

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March 2007

## ASPA Luncheon Friday, March 2, 2007

**12:00 Noon**

Utah State Center for the Blind  
250 North 1950 West, Room 227, SLC

### **GRAMA, What Big Eyes You Have**

Rebecca Walsh, Salt Lake Tribune Reporter  
Boyd Ferguson, Salt Lake City Attorney's Office  
Edward L. Carter, J.D., Assistant Professor of Communications, Brigham Young University

The panelists will focus on the positive aspects of GRAMA, including what benefits accrue to government and citizens when GRAMA is used and the requirements are followed.

Please make your reservations early. The luncheon will be catered. Reservations or cancellations must be received no later than Tuesday, February 27<sup>th</sup>. **No shows will be billed.** Limited parking is available—please carpool where possible.

The cost of the luncheon is \$12.00 for ASPA members and *BUZZ* Supporters and \$15.00 for nonmembers. **Note new reduced pricing of \$6.00 for students.**

Please call the Center for Public Policy and Administration, University of Utah, at 581-6493 or e-mail [jrandall@cpga.utah.edu](mailto:jrandall@cpga.utah.edu) for reservations.

# **FEBRUARY LUNCHEON**

## **The Creation and Development of the World Trade Center Utah and its Impact on the Public Sector**

Lew Cramer, President and Chief Executive of the World Trade Center Utah

By Tricia Jack

### **World Trade Centers**

There are approximately 320 World Trade Centers located throughout the world and their numbers are increasing as opportunities for foreign trade expands. As an example, China is building 35 centers over the next seven years. In the United States there are 50 centers but none of them serve the areas between Denver and the Pacific Coast. The World Trade Center in Utah will now serve to fill this gap. The World Trade Center Utah is a public-private partnership and the work that public administrators do is critical to its success.

### **Governor Huntsman's Vision of the World Trade Center Utah**

The World Trade Center Utah is a vision of Governor Huntsman whose foreign trade experience is extensive as the former United States Deputy Trade Representative. Governor Huntsman has seen many exciting things happening in world trade and believes that Utah is an ideal place to establish a new World Trade Center. Utah is seen as the "crossroads of the West" but could also become the crossroads to the world.

UPS has 600 trucks per day going through Salt Lake City and the Salt Lake City Airport continues to expand. This makes the State of Utah, and particularly Salt Lake City, a tremendous source of business capacity and trade. The Center will provide services for the state of Utah and is also looking to expand into other cities in the Intermountain West such as Boise, Idaho, and Las Vegas, Nevada.

Currently the center shares space with the Salt Lake City Chamber of Commerce but its ultimate home will likely be a signature building somewhere in the business district of downtown Salt Lake City, close to law and accounting firms. This is a typical location for such centers in other areas.

### **Purposes for the World Trade Center in Utah**

There are several purposes that the World Trade Center Utah seeks to fulfill. First, the center will be a one-stop shop for international trade services. It will have services and information in one location on various items such as obtaining an export license for a specific country or understanding the customs and rules of countries. The World Trade Center Utah will be an umbrella location for many international issues.

Second, it will be a "connector" to the other World Trade Centers. Members will be able to do business in Germany, for example, and walk into the World Trade Center there for help in

facilitating international transactions taking place. This may take the form of translators or other assistance.

Third, the World Trade Center Utah will provide specific services such as international education. This could involve partnerships with schools like the University of Utah and Salt Lake Community College that will seek to increase international opportunities for students in Utah. Recently Governor Huntsman addressed a group of graduates from SLCC with a speech on freedom, technology and education and how they are working together to provide more international opportunities. Additionally, President Young at the University of Utah has made 2007-08 the Year of Internationalism. Every program will focus on internationalism with the aim of providing benefits to faculty, students and curricula. Committees have been established to achieve this goal and they are looking at ways to increase the number of foreign students and take advantage of opportunities internationally.

Education and trade facilitation are standard in World Trade Centers, but in Utah the aim is also to look at several other projects and services, such as:

- Enhancing a foreign trade zone (currently under the auspices of Salt Lake City). This creates tariff free zones similar to those in Europe
- Developing a mediation/arbitration center
- Providing executive training with high level government agencies
- Increasing opportunities for arts and culture

## **Conclusion**

It is clear that globalization is coming and there is a need to take advantage of the economic opportunities that this presents. Utah is continuously building international expertise and welcoming visitors, but businesses that are not competing overseas will eventually suffer so it is important to look seriously at competitive opportunities.

The good news is that the time is right; our economy is making good headway and we have wonderful trade and language skills. This presents us with great opportunities. The stars are aligned!

### **New ASPA Luncheon Student Rate!!!**

The ASPA Council has adopted a new “student rate” of \$6.00 for students attending the monthly ASPA luncheons. All students are encouraged to take advantage of this offer. Please identify yourself as a student when you make your reservation.

## **COUNCIL CORNER**

Bill Krause  
Visitor Services Manager  
Salt Lake Convention & Visitors Bureau  
ASPA Council Member

### **Tourism, Taxes and You!**

We live and work in a remarkable area. Utah is home to some of the most spectacular attractions in the world, from the “Greatest Snow on Earth” to the red rock country of the South. With all of these fantastic features it is inevitable that tourists from all over the world will want to come and see and experience them. With all of these tourists come costs and benefits throughout the economy.

When one weighs these costs versus the benefits, it becomes clear that tourism is good for local and state governments. While the initial investment may be daunting it takes a relatively small investment to maintain tourism promotion. What you get for all of this investment is an injection of outside dollars into the economy. Dollars from a population that does not, with the exception of transportation, put a significant strain on public services. This injection is known to trickle down through the entire economy (including the budget of your department). This is a concept that is not new to Utah State officials; the legislature has agreed to invest more heavily in tourism promotion over the next 9 years in an attempt to cash in on the outside funds. In fact, conservative estimates reveal that for every dollar spent on tourism over eight dollars are returned to the economy.

This return on investment does not stop at increased dollars from tourists. When an area is a popular destination it influences other areas of the economy as well. For instance, residents tend to stay in the area and spend their money on local leisure activities rather than leave (how many times have you been skiing this year . . . or how many rounds of golf??). This type of activity changes the image of an area and attracts new residents and businesses. So you probably see why tourism is so important. But what if you are in LaVerkin? Well, again, there is the trickle down. More tax dollars from in-state attractions means more funds in the budget for your issues. It also means that there is a chance to piggy-back on the successes and marketing efforts of the larger areas in the state. A small investment in tourism can have a huge effect on a smaller municipality’s budget if it is targeted wisely.

The organization that I work for, the Salt Lake Convention & Visitors Bureau, a nonprofit county contractor, is charged with the task of bringing conventions to Salt Lake and to promote the area to leisure travelers. In June 2007 Salt Lake will host its largest ever convention, Rotary International. The organization is also responsible for promoting almost every facet of tourism and travel for the area such as winter resorts (skiing and snowboarding) and other recreational opportunities. We receive a portion of the taxes from the hotel rooms that these travelers occupy. Recently at the state level, we have had a bit of a controversy about how these hotel and rental car tax dollars should be spent. In a unique bill, 1SHB 38, supported by Governor Huntsman, the legislature chose to redirect a portion of these tax dollars to help build a soccer facility in Sandy City, a decision that the county decided to pass on just a few days before it was introduced at the

state level. This is funding that maintains the tourism industry in Salt Lake, the state's largest tourism producer. The dust has yet to settle on this issue and it is unclear what impact this move will have on the local tourism and convention industry. One thing is clear, it sets a precedence that makes some involved concerned about the future.

## **BEE A BUZZ SUPPORTER**

For just a mere \$10.00 per year, you can become a BUZZ Supporter. This helps ASPA cover some of their costs as well as allowing you to attend ASPA events at the member rate (\$12.00 versus \$15.00). Checks should be sent to:

Utah Chapter ASPA  
c/o University of Utah  
Center for Public Policy & Administration  
260 S Central Campus Dr Rm 214  
Salt Lake City, UT 84112-9154

If you are not currently receiving the ASPA BUZZ directly, send your e-mail address to [jrandall@cpga.utah.edu](mailto:jrandall@cpga.utah.edu) and you will be added to our mailing list.

To join the American Society for Public Administration (ASPA), go to: [www.aspanet.org](http://www.aspanet.org)

## **ANNOUNCING THE ANNUAL ASPA SERVICE AWARDS**

Each year the Utah Chapter of ASPA requests nominations for several service awards. These awards are presented at the final luncheon of the program year (June). The ASPA Council would appreciate it if you would take a few moments and consider who you might nominate for the following awards. The nomination form is included below.

- **The Senator Arthur V. Watkins Distinguished Service Award** is given to an elected official who, through exceptional commitment, skill and integrity, served the public with special distinction.
- **The Dr. G. Homer Durham Distinguished Service Award** is presented to an appointed official who has served the public with honor and integrity.
- **The Dr. F. Ted Hebert Distinguished Service Award for Outstanding Contributions to Public Administration**, honors individuals that have made significant contributions to public administration through academia or as a public citizen.
- **The Boards and Commissions Award of Excellence** is given to a board or commission, who has exhibited community service, works to support the common good, is proactive in decision-making, and facilitates public participation in governmental processes.

# ANNOUNCING THE ASPA ANNUAL SERVICE AWARDS

## ASPA SERVICE AWARD NOMINATION FORM

I would like to nominate the following individual, board, or commission for an ASPA service award.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
City State Zip Code

Name of Nominator: \_\_\_\_\_ Phone Number: \_\_\_\_\_

The award I think the individual, board, or commission would be eligible for is the:

- Senator Arthur V. Watkins Distinguished Service Award for an Elected Official, which honors elected officials who, through exceptional commitment, skill and integrity, served the public with special distinction.
- Dr. G. Homer Durham Distinguished Service Award for an Appointed Official, which honors appointed officials who have served the public with honor and integrity.
- Dr. F. Ted Hebert Distinguished Service Award for Outstanding Contributions to Public Administration, which honors individuals that have made significant contributions to public administration through academia or as a public citizen.
- Boards and Commissions Award of Excellence, for a board or commission whose members have exhibited community service, work to support the common good, are proactive in decision-making, and facilitate public participation in governmental processes.

### Reason for nominating this person or organization:

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### Nominations should be sent to:

Utah Chapter ASPA  
University of Utah  
260 S Central Campus Dr Rm 214  
Salt Lake City, UT 84112-9154

Fax: 801-585-5489