HOTTEST STARTUP HUB TODAY
— INC.

TOP COMPANIES HAVE THOUSANDS OF EMPLOYEES IN SALT LAKE

- ADOBE
- EBAY
- AMAZON
- OVERSTOCK.COM
- DOMO
- PODIUM
- GOOGLE DATA CENTER
- FACEBOOK DATA CENTER

- MORE TECH DEGREES PER CAPITA THAN BOSTON, SF OR DENVER
- 3RD NATIONALLY IN HIGH GROWTH COMPANY DENSITY
- THE US EAST WEST INTERNET CORRIDOR MAKES SALT LAKE CITY THE INTERNET BACKBONE
- UTAH HAS THE YOUNGEST POPULATION IN THE US

ONE AMERICA WORKS
SALT LAKE CITY

GROWTH LIVES IN SALT LAKE CITY

“HOTTEST STARTUP HUB TODAY”
— INC.
Salt Lake City is rightly known as Silicon Slopes with 95+ tech companies more tech degrees per capita than many other cities including well-known tech destinations like Denver and San Francisco.

Salt Lake City’s low cost of living, growing downtown, and abundance of young professionals makes it a stand-out city.

**Talent**

Salt Lake City is rightly known as Silicon Slopes with 95+ tech companies more tech degrees per capita than many other cities including well-known tech destinations like Denver and San Francisco.

**Cost**

Salt Lake City’s low cost of living, growing downtown, and abundance of young professionals makes it a stand-out city.

<table>
<thead>
<tr>
<th>Category</th>
<th>Salt Lake</th>
<th>San Francisco</th>
<th>National Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Domestic Product 2019</strong></td>
<td>$1.1B</td>
<td>$6.7B</td>
<td>$19.5T</td>
</tr>
<tr>
<td><strong>Cost of Living Index C2ER 2020</strong></td>
<td>103.0</td>
<td>197.6</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Utah Startup Investment 2019</strong></td>
<td>$114M</td>
<td>$191M</td>
<td>$245M</td>
</tr>
<tr>
<td><strong>Average Tech Salary</strong></td>
<td>$88.9K</td>
<td>$125.4K</td>
<td>$100.0K</td>
</tr>
<tr>
<td><strong>Average Support Salary</strong></td>
<td>$45.2K</td>
<td>$72.1K</td>
<td>$68.0K</td>
</tr>
<tr>
<td><strong>Average Office Rent</strong></td>
<td>$24.8 FT²</td>
<td>$66.6 FT²</td>
<td>$61.9 FT²</td>
</tr>
<tr>
<td><strong>Average Industrial Rent</strong></td>
<td>$0.5 FT²</td>
<td>$16.2 FT²</td>
<td>$15.7 FT²</td>
</tr>
<tr>
<td><strong>Median House Price</strong></td>
<td>$420K</td>
<td>$1.4M</td>
<td>$612K</td>
</tr>
<tr>
<td><strong>Median Value for Top Tier Home</strong></td>
<td>$659K</td>
<td>$2.2M</td>
<td>$2.2M</td>
</tr>
</tbody>
</table>
Mountains to the north. And east. And west. Red rock to the south. Bars, restaurants, and shops in a historic capital city. Lakes, rivers, and world-class ski resorts. This is life in Utah.

—Overstock.com (HQ near Salt Lake City)
GROWING COMPANIES CHOOSE SALT LAKE CITY

Salt Lake’s economy is built on a diverse mix of industries and strategic focus. Recent investment in the region includes:

- **Adobe**: 280K ft², 38 acre campus built in 2017 housing 1,000 employees.
- **eBay**: 240K ft², 36 acre campus with 1,800 employees, promises 2,200 jobs by 2031.
- **Amazon**: 855K ft², 1,500 full time employees, expected to diversify business climate.
- **Overstock.com**: 231K ft², Main office building on 19 acres housing 1,500+ employees.
- **Domo**: 175K ft², 650 employees and growing with 2nd building under construction.
- **Google**: Data center in Salt Lake City in 2020.
- **Facebook**: $1B + 1.5M ft², Building 1 billion data center in Salt Lake City with 200 employees.
- **Filevine**: $1M + 100 jobs, $1 million investment + 100 employees.
- **Pomerene**: $4.4M, $4.4 million capital investment + 350 jobs.
- **Carta**: $5.7B, $5.7 million capital investment + 464 jobs.
- **SoFi**: $100M, $100 million capital investment + 400 jobs.

SALT LAKE CITY RANKS 8TH NATIONALLY IN NET BUSINESS CREATION

TECHNOLOGY IS THE #1 DRIVER OF COMMERCIAL REAL ESTATE LEASING IN THE SALT LAKE AREA

SALT LAKE CITY IS THE #1 CITY POISED TO BECOME TOMORROW’S TECH MECCA

STRAATEGIC SECTORS

- **FINTECH**
  - Utah is proud to be home to companies like SoFi, MX Technologies, Lendio, HealthEquity, Womply, & many others.
  - Utah is an emerging hub for innovative FinTech companies.
- **OUTDOOR PRODUCTS**
  - Utah is home to companies like Amer Sports, Black Diamond, Cotopaxi, Easton, Icon Health and Fitness, Lifetime Products and more than 200 others.
- **LIFE SCIENCES**
  - Utah is one of the top states in the nation for life science employment with an employee base of over 42,000 people.
- **FINANCIAL SERVICES**
  - Known as the national center of Industrial Banking, it is also one of the top states in the nation for Financial Services employment with an employee base of over 84,000.
- **AEROSPACE**
  - Utah is home to companies like Boeing, Northrop Grumman, L3 Harris, Parker Hannifin, Hexcel, & many others.
  - One of the top states for aerospace and defense with an employment base of more than 32,000 people.

SOURCES


ONE AMERICA WORKS

One America Works helps connect innovative companies with cities that can best support their growth. Tell us about your company at saltlakecity@oneamericaworks.org.