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Population 45,000  
Largest City 10,500

Bingham



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# Relevant Background

## Blackfoot, County Seat:

- ❑ 100 years ago chose to have the State Mental Hospital rather than Idaho State University

## Bingham County:

- ❑ Produced more Potatoes than any other County in world (50% of Idaho's total potato production)
- ❑ Harvested most wheat in Idaho in 2006
- ❑ 88% of farms operated by family or individual
  - Average age of farm operators 53 years old
- ❑ 29% of all property owned by Federal Government



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# THINGS TO REMEMBER

- Connect Companies to Resources & Opportunities
- Know your weaknesses but focus on solutions
- Work Regionally
- Leverage Everything
- Be Relevant



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# CONNECTING TO RESOURCES

- Single greatest value ED provides
- Recruitment sexy but BRE even HOTTER!
  - Give your local companies as much time and resources as you spend on recruitment and watch the growth happen!



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# KNOW YOUR WEAKNESSES - FOCUS ON SOLUTIONS

- Rural Communities easily become bogged down in “if only . . .”
- Kieferbuilt Trailer Manufacturing
  - Deal chose different community
  - Identified areas of improvement to land future deals



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# Work Regionally

- Eastern Idaho Economic Development Partners
  - 15 County collaborative group to market SE Idaho
- Energy Gems of SE Idaho
  - Targeting Renewable Energy Companies
    - Cellulosic Ethanol: US site for Straw Bio-refinery
    - Wind: Over 500 MW Planned
    - Solar: Hoku, Polysilicon Plant to open in 2009
    - Nuclear: AREVA to build \$1 billion uranium enrichment facility



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# LEVERAGE EVERYTHING

- Regional, State, and Community Assets
- Federal, State and Local Incentives
- Do the best with what matters most



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# BE RELEVANT & DELIVER

- Measure and Report
  - IEDA Annual Report
- Do not forget internal marketing to stakeholders
- Never over promise and always exceed expectations



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# Case Study: Premier Technology Inc.

## Connect Companies

- ❑ 1.3 million in grants

## Focus on Solutions

- ❑ *Competed against bigger communities but pulled together everything the company needed*

## Work Regionally

- ❑ *Unprecedented collaboration*

## Leverage Everything

- ❑ *City of Blackfoot, Bingham County, Blackfoot Urban Renewal Agency, SICOG, Regional Development Alliance, Idaho Department of Commerce*

## Be Relevant

- ❑ *Nearing \$100 million in reg. econ. impact*
- ❑ *Employ over 350 having doubled in size in just two years*



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