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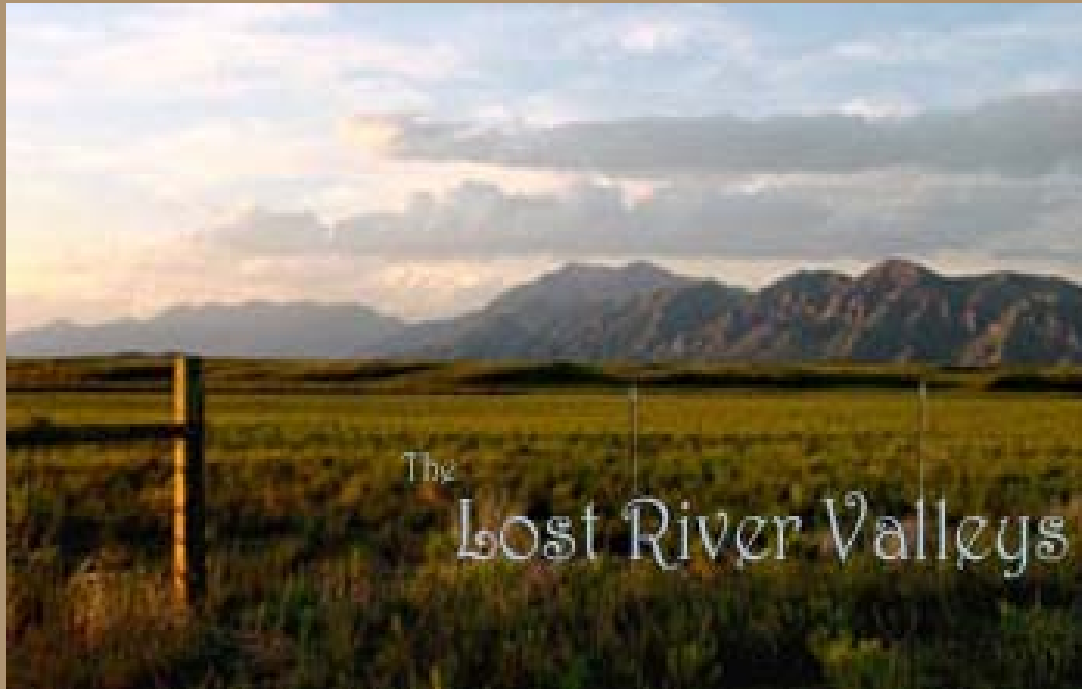
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Rural Economic Development is Unique

- Looks Different In Every Rural Community
- Requires A Community Development Focus
- Fewer Available Resources



Butte/So. Custer Counties, Idaho



Population Approx. 3,000
2,500 Square Miles

Weaknesses

- 90+% Gov. Owned Land
- Per Capita income
Earned: \$64,000
Actual PCI: \$23,035
- Average Age: 40.2
- No Industry and Few
Non-Government
Employers



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Butte/So.Custer Counties, Idaho

Strengths

- Outdoor Recreation
- Reasonably Priced Land
- Highly Skilled Workforce
- Nowhere To Go But Up



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COOPERATION

Is NOT a Dirty Word



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We Found to Be Successful We Had To

- Partner with Like Minded Organizations
- Let Go of the Territorial Mentality
- Get to Know Our Government Agency Personnel
- Creatively Leverage Grants
- Network to Create Opportunities



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Partner with Like Minded Organizations

- US Forest Service/Idaho Fish & Game “Sheep Observation Grant”
- Wish Upon A Star, Arco Community Parks & Recreation, CHC Foundation Playgrounds



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Let Go of the Territorial Mentality

- “Friday Night Lights” Syndrome
- Water Wars
- Not in My Job Description



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Get to Know Your Government Agency Personnel

*Agency professionals have time, are willing
volunteers, are skilled and have access to
resources that you might not be aware of.*

US Forest Service, BLM, National Parks
Service assisted with local tourism efforts



Creatively Leverage Grants

- ATV Trail Heads/City Park Restrooms/Parking Lot Resurface
- Lost Rivers Business Directory
- Lost Rivers Leadership Academy/Jack Schultz
- ITC – Dual Purpose Website
- Wild Workshops – Governor’s Grant for Youth Developmental Assets



Network to Create Opportunities

- USDA Rural Development = Northwest Cooperative Development Center
- Idaho Tourism Council = Scenic Byways Committee, Geo-Tourism Maps
- Scenic Byways Committee = Top 10 Scenic Drives Northern Rockies & All American Highways
- IDPR = IRC, ATV Club & 4-H Safe Riding Training



Example of What Can Be Accomplished Through Partnerships

Lost Rivers ATV Committee

- National Park Service
- Bureau of Land Management
- US Forest Service
- Idaho Department of Parks & Recreation
- Idaho ATV Association
- Butte County Commissioners
- Lost Rivers Economic Development
- Idaho Conservation League
- City of Arco
- City of Mackay
- Mine Hill Preservation Society
- Butte County Sheriff's Office
- Butte County Fair Board
- Local ATV Enthusiasts



Completed with a 3 Year, \$200,000 ATV Trails Grant from IDPR

- In-Town ATV Trail Heads Arco/Mackay
- Information Kiosks in Arco/Mackay
- 3 Parking Areas Refurbished
- 3 Restroom Upgrade Projects
- In-Town ATV Route Signage Arco/Mackay
- Informational Signage Installed in Mackay
- Arco Pass/Wood Canyon Loop & Big Southern Butte Loop Mapped & Signed
- ATV Brochure and Maps Printed



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Example of What Can Be Accomplished Through Partnerships

Lost Rivers Tourism Council

- Custer Economic Development
- City of Arco
- City of Mackay
- City of Carey & Peakaboo
- National Park Service
- US Forest Service
- Individual Business Owners



LR Tourism Council Accomplishments

- Adoption of Peaks to Craters Scenic Byway
- Built & Staff Tourist Information Booths in Arco/Mackay Every Weekend Between Memorial Day & Labor Day
- Printed 3 Brochures/Postcards
- Purchased & Distributed Brochure Racks throughout communities
- Tourism Council Field Trip
- Visiting Group Appreciation Breakfasts
- “Single Tank of Gas Adventures” Press Releases
- New “Passport” Website in Production



Example of What Can Be Accomplished Through Partnerships

Lost Rivers Leadership Academy

Individuals from Butte & Custer Counties have dedicated one full day a month for one year to learning more about the issues that affect their communities. 21 graduated in 2008, the majority of whom have gone on to be involved in new Community Development Activities in 2009. 18 citizens are enrolled in 2009.

- *City Government*
- *County Government*
- *Criminal Justice*
- *Tourism*
- *Rural Health Care/EMS*
- *Idaho National Laboratory*
- *Education*
- *Economic Development*
- *Small Business/Ag/Mining*
- *Leadership Skills/Graduation*



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Go To The People

A Chinese Proverb

*Live among the people
Learn from them
Start with what they know
Build on what they have.
But the best leaders
When their task is accomplished
Their work is done,
The people will say....
We have done it ourselves."*



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