

# MADE BY US BUY LOCAL!!!



**Meet the new President/CEO of Valley Vision, Jerry Chavez.** Jerry has over 25-plus years of experience in economic development and has been with the organization since December 2022. Since then, the Valley Vision Board and he have changed many of the norms for the organization with the intent to make the organization more effective.

The Board is excited to adopt its first strategic economic development plan to include performance metrics. Additionally, many other changes have occurred within the organization to include the approval of a new vision statement, new by-laws (soon to be adopted), and a new approach to build teams and partnerships.

**New Vision Statement:** *Actively attract and expand primary sector business that are new wealth generators that enhance the quality of life in the Lewis-Clark Valley.*

## New Economic Development Strategic Plan Highlights:

### Business Attraction Program:

- Action One Determined Best Fit Industries: Energy Processing, CNC Machining, Manufacturing, Food Processing, Weapons & Ammunition Manufacturing, Outdoor Recreational Manufacturing, Department of Defense projects.
- Action Two Determined Market/Regions: CA, WA, OR and Canada
- Action Three Develop recruitment presentation based on the business case.
- Action Four Begin prospecting visits to defined marketing beginning in June 2023
- Action Five Follow up activity, organize site tours and work towards closing deals.

### METRICS

- Travel to four markets for a total of 35 Pre-Qualified Prospect meetings in one year.
- Schedule 5 site tours to the LC Valley between June 2023—May 2024

### Business Expansion & Retention Program:

- Action One Utilize Synchronist Suite Platform (nationally recognized program)
- Action Two Recruit Volunteers to Conduct Interviews
- Action Three Conduct Volunteer Training
- Action Four Conduct One-on-One Confidential Meetings with Industry
- Action Five Log Data

### METRICS

- Recruit Volunteer Team = Board Members, Elected Officials & New WV Recruits
- Launch Program Fall 2023
- Meet with 21 LC Valley Industry Sector Businesses in 3 months after program launch
- Interview outcomes drive economic development programming

## Strategic Plan Highlights

### Product Development:

- Action One Upgrade Website—with Industry Standards & Clear messaging
- Action Two Develop Manufacturing (industrial building) Centers—Location, Financing, Building Specifications, Develop Timeline for Construction
- Action Three Develop Incentive Package Offerings—Local and State

### METRICS

- Launch website ahead of prospecting mission
- Build plan for constructing manufacturing centers (industrial buildings) by August 2023
- Construction timeframe of manufacturing center TBD
- Develop Incentive Offerings by 4th Quarter 2023, then ongoing



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