

EDC Members

Local Governments

Almira
Creston
Davenport
Harrington
Lincoln County
Odessa
Reardan
Sprague
Wilbur

Platinum Business

AgVentures NW
Avista Utilities
Copenhaver Contracting
Leffel, Otis and Warwick
North By Northwest
Seed-Rite Inc.

Gold Business

Ag Enterprise Supply
Almira Farmers Warehouse Co.
McGregor Company
Scott's Tire Service

Silver Business

Harrington Opera House
Harrington Truck & Auto
Healing Hooves
Lakeview Catering
U.S. Bank

Entrepreneurs

Hotel Lincoln
Robertson Arts & More

Civic-Minded Individuals

Rex Harder
Gordon & Billie Herron
Mark & Kim King
Lynn McWhorter
Doug & Nancy Plinski
Steve & Linda Powell
Pete Roseman
Jerry & Ellen Schafer

Chamber of Commerce

Davenport Chamber
Odessa Chamber
Reardan Chamber
Wilbur Chamber

Public Development Authorities

Harrington
NW Lincoln County Regional
Odessa
Reardan Area
Sprague

Your EDC Board of Directors

Ron Groff, Pres; Scott Hutsell,
Vice Pres; Lynn McWhorter,
Secretary; Rex Harder, Treasurer;
Gary Green; Billie Herron; Doug
Plinski; Steve Starr; Dale Swant.

Lincoln County Economic Development Council

EDC Newsletter



July
August
September
2010 Vol. 10-3

Last Quarter Update

Here are some of the projects that the EDC worked on last quarter: the countywide tourism promotion; Fire Dist. 1's Emergency Operations Center; the state's broadband funding and activity; Harrington's restroom project; Sprague business district; project proposals to a Dept. of Commerce site selector client; market research for 1 existing & 3 potential businesses; water system upgrade planning for Almira; distribute community info packets to more Grand Coulee Dam contractors; follow the reorganization efforts of the regional Big Bend Economic Development Council; assist the OPDA with three potential clients at Barr Regional Bio Industrial Park; meet with the Federal EDA to start Lincoln County's Economic Development Strategy (more info at right); assist NWLCRPDA with tenant issues & assist the Harrington PDA with business recruitment.

2011 CDBG Notice

We attended the Dept. of Commerce's 2011 Community Development Block Grant workshop on Oct. 5. General Purpose Grant Application Guidebooks are now available on their website at www.commerce.wa.gov/site/944/default.aspx and applications for are due on or before January 20, 2011. (Look at pg. 6 for a list of changes since 2010.) The D.O.C. has \$13 million for General Purpose grants this round. They plan to award the highest ranking project for sewer, water, transportation, community facility, economic development and affordable housing first to assure that awards are spread out over the spectrum of eligible project types. The balance will be awarded strictly on point rankings. Two key things you need to stress: How badly is this project needed and how will it benefit persons with low and moderate incomes. They also stressed that the narrative section needs to be convincing and supported by data; and the project needs to be included in local planning documents. Please contact us if you are applying as we have more tips. **We are here to help!**

EDC Takes on ED Plan

The EDC Board has been charged with preparing a countywide economic development strategy that will enable Lincoln County entities to apply for grants from the Federal Economic Development Administration (EDA.) The Odessa PDA submitted an application to the EDA, triggering the preparation of the document. However, it opens the door for all L.C. entities to apply. The EDA invests in regionally-based public/private projects that "support national strategies and create higher-skill, living-wage jobs." They will not award funding unless a regional economic development strategy is in place or in process. (Learn more at www.eda.gov.) Like a comprehensive plan, the strategy requires community participation. Please watch for and attend upcoming public forums. This is not the EDC's plan, this is Lincoln County's plan, and we need your input.

Adv. Campaign Ends

The Lincoln County Visitors & Convention Bureau advertising campaign is coming to a close. The EDC office will now begin to measure the results of the campaign and the benefit, if any, to Lincoln County's tourism economy.

The Washington State Dept. of Commerce has a reporting requirement when lodging tax is used to promote tourism. As part of our agreement with the County, the EDC office is responsible for analyzing the results of their \$8,000 lodging tax investment and filing that report. That means we will be contacting event organizers and tourism facilities to ask how this campaign effected them. Please give us feedback when we call. **The lessons learned from this campaign can lead to more successful marketing efforts in the future.** [Don't miss the tourism marketing suggestions from the NW Economic Development Course on the back of this newsletter.]



THANK YOU LEFFEL, OTIS & WARWICK !

Thank you for donating your tax preparation services to the EDC. Your time, expertise and money-saving generosity are greatly appreciated!

Washington/Oregon Host NW Economic Development Course

Tourism

Community Branding
 [Presented by Roger Brooks, CEO, Destination Development Int'l; Seattle.] Is it worth chasing tourism? According to Roger Brooks, tourism is our fastest growing industry and ranks in the top 3 industries in all 50 states. His advice? He says we need to answer this question in all of our tourism materials: *What do you have that I can't get closer to home?* He says we need to promote what is *truly* unique. Focus on the experience, not the location. The narrower the focus, the more effective the promotion. Offer an "anchor tenant" and support it with complimentary activities. One of the examples that he used in class? Lake Roosevelt!

Using Key Messages
 [Presented by Krista Hildebrand, Dir. Of Frause Marketing, Portland Or.] Key Messages are statements that communicate the unique value of a community. The key to success is that this is a communitywide program. Your citizens become ambassadors who know and consistently communicate the same agreed upon message (especially those who deal with the public.) Key messages can build a solid positive image, change misconceptions about a community, and create excitement for the future. They should be:

- ~ Conversation starters
- ~ Supported by facts
- ~ Included in written materials and speeches
- ~ Repeated over and over
- ~ Shared with the media

Chamber Presidents, your organizations are ideal for developing and communicating key messages on behalf of your communities. Let me know if you want more info!

In August I attended an economic development conference hosted by the WA Dept. of Commerce & their Oregon counterpart, Business Oregon. There were 15 seminars over 4 days & all but two were excellent. Here is a brief look at a few of them. Total cost: \$608 (after \$500 scholarship.)



www.youreconomy.org
 Check out this free resource from the Edward Lowe Foundation. This website utilizes Employment Security data and is constantly updated by Dunn & Bradstreet. Click on a category and drill down by state and by county. You can look at number of establishments, jobs and industries; openings, closings, and growth of establishments; how many establishments are locally owned and more, dating back as far as 1993.

Business Recruitment

Getting Selected [Presented by Jill Miles, National Recruitment Officer for Business Oregon.] According to Jill, a business with a shovel-ready project that is looking for a location is *looking for the lowest cost of doing business*. Period. They want to save time and money. What does it take to be the winning location? She attributes successful business recruitment to these 10 factors, in order of importance:

1. A skilled workforce.
2. Existing buildings.
3. Industrial land (infrastructure in place, zoned correctly)
4. Transportation
5. Utilities.
6. Incentives ("Increasingly important.")
7. Taxes.
8. Permitting process.
9. Airport.
10. Quality of life.

Her advice: Create incentives around workforce training.

Skilled Workers

Workforce & Economic Development [Presented by Mike Brennan, Washington Workforce Board, and Kris Latimer, his counterpart for Oregon.] Is a skilled workforce important to economic development? Look again at #1 on that Business Recruitment list. It's critical and was a hot topic at this conference. Economists warn that when the economy finally does turn around, workforce needs are going to explode. These two workforce experts agree and made the following suggestions:

1. Work with WA Employment Security to identify the skills and occupations of your unemployed workforce. [Lincoln County currently has a little over 400 people who are unemployed, according to Employment Security.]
2. Identify education & skill gaps.
3. Partner with your schools to educate youth about the economy and its relationship to careers and skill needs.
4. Identify opportunities for pre-employment certification.
5. Re-consider high school Tech Ed—80% of "new economy" jobs do not require a college degree.

EDC Board Meetings

October 28, November 18 and December 16 are the dates set for next quarter's EDC Board meetings. Meetings are held in the Commissioners Chambers in the Lincoln County Courthouse in Davenport, from 3:30 to 5:00. Any changes to dates or location will be posted on the EDC website.



Council Meetings

- ◆ Almira: 2nd Tuesday 7pm.
- ◆ Creston: 1st & 3rd Thursday 6pm.
- ◆ Davenport: 2nd & 4th Wednesday 7pm.
- ◆ Harrington: 2nd Wednesday 7:30pm.
- ◆ Odessa: 2nd & 4th Monday 7pm.
- ◆ Reardan: 3rd Thursday 7pm.
- ◆ Sprague: 1st & 3rd Wednesday 7pm.
- ◆ Wilbur: 1st & 3rd Wednesday 7:30 pm.

EDC Contact Information

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