



**WEST CENTRAL MOUNTAINS**  
**ECONOMIC DEVELOPMENT COUNCIL**  
Valley County · Cascade · Donnelly · McCall · Meadows Valley

**WCMEDC 2018 Strategy and Work Plan**

*In 2018, WCMEDC will continue to fulfill its commitment to a dynamic, sustainable regional economy through business retention and expansion efforts, and promote programming from our regional partners:*

- *Idaho Department of Commerce*
- *Idaho Department of Labor*
- *USDA Rural Development*
- *Small Business Administration*
- *Small Business Development Center*
- *The cities of Cascade, Donnelly, McCall, Meadows Valley, and Valley County*
- *University of Idaho Extension*
- *And many others...*

*Additional efforts to recruit high value "good fit" businesses to our region will incorporate existing existing tools like the Area Sector Analysis Process (ASAP)--a tool for site asset identification and selection--as well as the following community and economic development goals:*

**1) Broadband—identify potential solutions to broadband and service gaps and facilitation opportunities.**

- a) Board Treasurer, Gene Tyler, will research this topic extensively to identify potential solutions and paths forward. These will include a priority list of potential infrastructure improvements and costs. Andrew will assist, as needed, and may participate in identifying some funding structures that may result in an action plan among partners.
- b) Anticipated partners:
  - i) Cable One
  - ii) Frontier
  - iii) State of Idaho
  - iv) City of Ammon
  - v) Wilderness Wireless
  - vi) Hughes Net

**2) Pathways--finish regional feasibility study, execute ADV biking marketing plan for Cascade, consolidate water trails resources into a single website.**

- a) This objective reflects completion of several efforts that were launched in 2017:

- i) Single track feasibility study: IMBA will come to the West Central Mountains in the spring to identify where single track trails can be created within the right-of-way that will connect the cities of Cascade, Donnelly, McCall and the Meadows Valley. After the routes have been flagged, we will need to engage the county to get approvals to build trails and then identify funding and labor partners who can help construct the trails. We have \$21,500 locked in for this project.
- ii) ADV biking in Cascade: We will work with several media and production partners to create a branding and outreach platform for multi-day adventure bicycling tours based out of Cascade. This will include public relations, wayfinding, maps and web platforms. We have \$7,500 locked in for this project.
- iii) Water trails web resource consolidation: Consolidate GIS and online resources into a single site with complete resources. Funding TBD
- b) Anticipated partners:
  - i) Valley County Pathways
  - ii) Payette Land Trust
  - iii) Scenic Byways Group
  - iv) CIMBA
  - v) IMBA
  - vi) Mountain Central Assn. of Realtors
  - vii) Midas Gold
  - viii) Valley County
  - ix) Cascade Chamber
  - x) Chris Joyal
  - xi) Michael McKenzie Inc.

**3) Workforce Development--continue apprenticeship outreach with Labor, due diligence on training opportunities at the local level, training in high schools.**

- a) Identify potential businesses who may be able to benefit from utilizing registered apprenticeships as a training, recruitment and retention tool.
- b) Set up apprenticeships with the US Dept. of Labor and Idaho Dept. of Labor.
- c) Identify opportunities for expanded Career and Technical Education (CTE) training at the local level by leveraging partnerships with CWI, Ed2Go and others.
- d) Work with McCall on a gap analysis to identify missing links between student's aspirations and workforce needs. Organize regional apprenticeship fair(s) at the high school level.
- e) Anticipated partners:
  - i) Summit sign-up individuals
  - ii) School Districts/high schools
  - iii) Labor
  - iv) Commerce
  - v) McCall Chamber
  - vi) Cascade Chamber
  - vii) Donnelly Chamber
  - viii) College of Western Idaho
  - ix) Boise State
  - x) University of Idaho (and Extension)
  - xi) Ponderosa Pavilion
  - xii) Local industry

**4) Recreation District--move ahead with this ballot item in the northern end of the county.**

- a) Sherry Maupin will be the lead for this effort. Identify a path forward to obtain necessary signatures, support and outreach. Public input will be critical.
- b) Shore up the organizational structure and participants.
- c) Get this on the ballot and get it passed.

- d) Anticipated partners
  - i) Summit sign-up individuals
  - ii) Valley County
  - iii) City of McCall
  - iv) City of Donnelly
  - v) State of Idaho

**5) Marketing--portal digital strategy, Facebook ads budget, PR, linking strategies and get website as a nav/resource on government/chamber sites.**

- a) The marketing committee will include Cynda, Blake, Lin and Eric. Objectives include identifying a digital strategy for the website and social media, producing and distributing collateral on a broader level and identifying additional creative marketing, advertising and branding opportunities. A \$5,000 budget line item may be requested for these efforts (TBD).
- b) Anticipated partners:
  - i) Buddell Creative
  - ii) Michael McKenzie Inc.
  - iii) Eyespot Creative
  - iv) Idaho Power
  - v) Umpqua Bank
  - vi) City of McCall

**6) Housing strategy--Assemble a developer-facing white paper/matrix that shows each community's, the state's and the federal housing incentives--with links to the corresponding program.**

- a) Will include available properties, incentives available, etc. A matrix will be created that can live on the WCMEDC website. This can be used for developer outreach.
- b) Provide a point of advocacy for developers and the community.
- c) Anticipated Partners:
  - i) McCall
  - ii) Donnelly
  - iii) New Meadows
  - iv) Meadows
  - v) Cascade
  - vi) Valley County
  - vii) IHFA
  - viii) Housing Trust
  - ix) Commerce

**7) Woody Biomass policy leadership**

- a) Proposal scope and scale to be determined by Valley County and WCMEDC
- b) Allocate time to state and national policy work to create a more favorable narrative that will create a more solvent environment for biomass in Idaho.
- c) Anticipated partners:
  - i) Valley County
  - ii) State of Idaho
  - iii) Sustainable NW
  - iv) Firewise
  - v) Idaho National Lab
  - vi) Idaho Dept. of Lands
  - vii) State of Oregon
  - viii) US Forest Service
  - ix) Forest Collaboratives
  - x) Clearwater Economic Development

**8) Due diligence on a regional hospitality alliance**

- a) Research and due diligence to identify a possible collective for hospitality industry. Cite models in other mountain towns and their utility and benefit.
- b) Determine if this is needed and what utility it could provide.
- c) Anticipated partners:
  - i) Jackson Hole
  - ii) Ketchum/Sun Valley
  - iii) Hotels, restaurants, resorts, etc.