



Rural Development Assignment
September 30, 2011

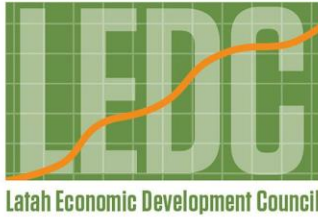
Latah Economic Development Council plans to increase overall local funding of operations by 20% or \$10,000 for our fiscal year ending June 30, 2012. We will do this by showing value to our stakeholders. We are well on our way to this goal with Latah County increasing funding by \$5,000 for the year beginning October 1, 2011. We have demonstrated value to our Latah County Commissioners by facilitating the Potlatch River Ridge Redevelopment Project and our Food Innovation project. It is envisioned that the Potlatch River Ridge Redevelopment Project could be utilized as a model for other Latah County communities as well as others in the State. LEDC was an integral part in bringing PNW Arms to Latah County from Issaquah WA. The company plans to employ up to 50, all with living wage jobs and to broaden the tax base with significant facility and equipment improvements.

In addition to the Latah County funding increase, it is our intention to increase membership and dues revenue from private businesses and individuals by another \$5,000. We will do this by showing value to our members. Our Membership Committee is working on a new dues structure that should be completed in October. A prospect list will be completed with input from all 18 LEDC board members using their existing customer lists. A Welcome Letter will accompany the membership solicitation and outline the successes listed above and explain the values added. The letter will be personally signed by a board member who does business with or personally knows the prospective member. The letters will be followed up with phone calls or visits from the board member and the executive director. The interim executive director has also assisted several local businesses with financial forecasting, assessing risk and outlining capital requirements for expansion. Three of these businesses have successfully expanded, created jobs and are appreciative of LEDC's assistance. They will be our newest contributing members. Those businesses will be featured on LEDC's Facebook with a brief description of LEDC's assistance and the successful outcome. Examples of the Welcome Letter and the Facebook business feature are attached.

The \$5,000 increase in private memberships should be completed by December 31, 2011 and will be collected by our year end of June 30, 2012.

B. J. Swanson
Interim Executive Director
Latah Economic Development Council

Attachments: 2



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October 15, 2011

D-R-A-F-T

Join a Winning Team! Become a member today.

Latah Economic Development Council is committed to creating living wage jobs and improving our economy. We are seeing more local businesses contemplating expansion and that's where we can help. In September alone, LEDC's assistance with financial forecasting, assessing business risk and outlining capital requirements has resulted in three new jobs created with the probability of four more jobs in the next six months.

In addition, LEDC was an integral part in bringing a manufacturing company to rural Latah County from Western Washington. This relocation will create new jobs, broaden our tax base and hopefully will be a model to bring other similar businesses to our County.

There are many other exciting projects that are just beginning including the City of Potlatch River Ridge Redevelopment Project and the Latah County Food Innovation Project. Our goal is to improve the Latah County economy with new jobs and projects that will make this an even better place to live and do business.

You can be a part of this! Complete and return the Membership Pledge included. Join an LEDC Committee. Contact us to discuss the expansion of your business. Let us know about potential leads for business recruitment and expansion.

Join us today!

Thank you,

LEDC Board Member





Featured Business:



Greg Kimberling Insurance, located at 114 E. Fifth Street in Moscow, is one of the top 100 Farmers Insurance Agencies in the US and one of the top 10 producing agencies in 2011. Latah Economic Development Council assisted Greg with a financial proforma to decide whether to expand his insurance lines. The proforma looked good with minimal risk. Two new employees were hired and Greg is contemplating a greater expansion and more new employees. In addition to his Moscow headquarters, Greg maintains insurance offices in Lewiston and Orofino and is considering expanding into other areas of Idaho.

Creating living wage jobs is a top priority for Latah Economic Development Council. We are proud to have Greg as a partner in our community.

<http://facebook.com/LatahEconomicDevelopmentCouncil>