



**Michelle Holt, Executive Director
ED Professional Homework 2011**

How is LRED going to achieve a 10% increase of our non-state funded share of our operating budget?

- Local Income Only is \$10,000 = \$1,000 increase
- Local plus RDA 2 year average is \$38,000 = \$3,800 increase (RDA's annual funding amount to LRED is 70% of the income raise through sales of INL excess equipment through the Community Reuse Organization. We have no control over where this amount will fall each year.)
- Our actual Capital Campaign goal total for 2011/2012 is \$5,000.

Activities

1. Out of Area Investor Campaign.

Time frame – 6 weeks beginning fall of 2011. Activity Goal \$2,000. This campaign is directed to those businesses “across the desert” who reap the benefit of our areas significant leakage in discretionary spending. My board and I have developed a prospect list targeting the 40 top businesses most likely to be able to track consumer spending by community, who we also know to be huge beneficiaries of our resident’s spending. Those included major healthcare facilities, car dealerships, select big box retailers, engineering firms, HVAC & construction companies, office equipment suppliers and universities. Two direct mail pieces have been produced along with an initial letter and script for follow up phone calling. The second benefit of this campaign will hopefully be direct confirmation of annual income to these organizations by our residents. *(See attached Letter, Brochure, Follow Up Postcard and Phone Script.)*

2. Local Capital Campaign.

Time frame – 2 weeks beginning January 2012. Activity Goal: \$2,000. This campaign will be directed at local investors who are most likely to benefit from and recognize the need for economic development activities in our communities. These are the organizations that typically support economic development campaigns in other communities. (Lenders, Utility Providers, Hospital, & Chambers of Commerce). We have 17 local organizations that fall into these categories. One promotional piece has been developed. This campaign will be handled through one on one visitation as these are our friends and neighbors. Board members who feel they have leverage with any one of these prospects will participate in the visit. *(See attached Brochure).*

3. Increase Investment from Current Municipalities & Request for Support from Currently Unrepresented Municipalities.

Time frame – October 2011. Activity Goal: \$1,000. October is when we typically send our annual request for funding support to our Municipal partners (Custer County, Butte County, City of Mackay, City of Arco). As part of this years request we will include an ask to consider an increased investment for the coming year. We will also approach for the first time the Cities of Moore, Butte City, Carey (Blaine County) and the Howe Community Association. These communities were not part of the original partnership with LRED and thus have never been approached for financial support. LRED activities have touched these communities over the last 6 years and now would be a good time to seek support. This campaign will be handled through a letter of request presented during a council/commissioner meeting. (*See letter from previous year annual request.*)

BOARD OF DIRECTORS

OFFICERS

PRESIDENT	TREASURER
Mark Stauffer, Stauffer Trucking	Lenie Wilkie, Office Angel
1ST VICE PRESIDENT	SECRETARY
Bob Burroughs, Lost Rivers Medical Center	Monte MacConnell, Wisdom Ranch School

DIRECTORS

Butte County Commissioner	Custer County Commissioner
Brian Harrell, King Mountain Supply	Lin Hintze, Big Lost River Meats
City of Arco	City of Mackay
Gene Davies, Davies Automotive	Otto Higbee, Mayor
Robert Chambers, Butte SD #111	Jess Johnson, Mackay SD #182
Neil Partyka, Craters of the Moon KOA	Bridget Higbee, Lost Rivers Marketing Co-Op
Lanell Farmer, Bank of Commerce	Ron Oxley, Spice of Life

EX OFFICIO MEMBERS

Tim Solomon,
Regional Development Alliance

Heather Schlader,
Idaho Department of Commerce

Nancy Bergmann,
INL Economic Development

STAFF

Michelle Holt, Executive Director
Monica Hampton, Tourism Specialist

MAKING AN IMPACT In Butte & South Custer Since 2005

205 positions created with 64% retention

**Over \$1.4 million in grant funding secured
for community development**

Ongoing Programs Include:

Infrastructure Projects
Business Retention & Expansion
Community Development
Lost Rivers Leadership Academy
Lost Rivers Tourism Council
Peaks to Craters Scenic Byway
Resource Clearinghouse
Grant Writing & Administration

2010 Investors

LEGACY INVESTOR

Regional Development Alliance *

HERITAGE INVESTOR

Idaho Department of Commerce*

PARTNER INVESTOR

Idaho National Laboratory/BEA

Butte County*

Custer County*

COMMUNITY INVESTOR

City of Arco*

City of Mackay*

ASSOCIATE INVESTOR

Custer Economic Development Assoc.

Butte County Chamber of Commerce

Mackay Chamber of Commerce

**Donor Since 2005*

Investor Campaign 2011

**Bringing Business and
Community Development to
Butte & South Custer
Counties**



**Added Economic Benefit
for all of
Eastern & Central Idaho**

www.thelostrivervalley.com

Did You Know?

In 2008, the Businesses, Residents & Municipalities of Butte & Custer Counties purchased more than **\$86 million in goods and services** from businesses located **outside their counties?**

- **Motor Vehicles & Parts \$2.5M**
- **Home Furnishings & Appliances \$1.4M**
- **Building/Garden Supply \$728K**
- **Clothing/Accessories \$1.6M**
- **Restaurants/Bars \$12M**
- **Physicians, Dentists & Other Healthcare Providers \$9.8M**
- **General Merchandise & Misc. Retail \$2.4M**
- **Advertising & Related Services \$12.9M**
- **Legal Services \$22.8M**
- **Health & Personal Care \$1.1M**

Did Your Business Benefit?

Lost Rivers Economic Development, Inc.

Our Mission

"To help create opportunities for economic development in Butte and South Custer counties through desirable business growth, expansion, retention, and attraction and by working as partners to develop a climate conducive to maintaining the quality of life in the Lost River Valleys."

Who We Are

Lost Rivers Economic Development (LRED) is a private non-profit organization, formed by bringing two counties together in a unique collaboration. Working together, helping local families and businesses increase their economic output and future success, and recruiting appropriate businesses to locate in the Lost Rivers region.

How You Can Help

Lost Rivers Economic Development depends on support from investors to continue to make business & community development services available. If you or your organization want to help please, join us as an investor. Other ways to support include providing technical expertise, training, or in-kind goods and services. To discuss support options, contact Michelle Holt, Executive Director at 208-339-5900.

Benefit for Your Business

Investor recognition is very important to us. Recognition of your investment will be commensurate with investment level and will include :

- Company Name and or Logo in Print Materials
- Company Name and or Logo on Website
- Invitation to and Highlight at Investor Event
- Annual Recognition in Local Newspaper Ad

2011 Investor Pledge

Yes, I would like to invest in the economic future of Butte & South Custer Counties because their communities invest in my business.

Please indicate the level of your contribution.

- Legacy Investor \$30,000 - Greater
- Heritage Investor \$15,000 - \$29,999
- Partner Investor \$2,500 - \$14,999
- Community Investor \$1,000 - \$2,499
- Associate Investor \$100 - \$999

My investment pledge is: \$ _____

I want to make this investment annually for:

- One Year - 2011
- Two Years - 2011, 2012
- Three Years - 2011, 2012, 2013

Method of Payment

- Check
- Bill Me

Name _____

Address _____

Phone _____

Signature _____

Mail completed form/payment to:

Lost Rivers Economic Development, Inc.

C/O Michelle Holt, Executive Director
P.O. Box 46
Arco, ID 83213

Phone: 208-339-5900
E-mail: lred@atcnet.net

BOARD OF DIRECTORS

OFFICERS

PRESIDENT	TREASURER
Mark Stauffer, Stauffer Trucking	Lenie Wilkie, Office Angel
1ST VICE PRESIDENT	SECRETARY
Bob Burroughs, Lost Rivers Medical Center	Monte MacConnell, Wisdom Ranch School

DIRECTORS

Butte County Commissioner	Custer County Commissioner
Brian Harrell, King Mountain Supply	Lin Hintze, Big Lost River Meats
City of Arco	City of Mackay
Gene Davies, Davies Automotive	Otto Higbee, Mayor
Robert Chambers, Butte SD #111	Candice Larsen, Mackay SD #182
Neil Partyka, Craters of the Moon KOA	Bridget Higbee, Lost Rivers Marketing Co-Op
Lanell Farmer, Bank of Commerce	Ron Oxley, Spice of Life

EX OFFICIO MEMBERS

Tim Solomon,
Regional Development Alliance

Christine Jarski,
Idaho Department of Commerce

Nancy Bergmann,
INL Economic Development

STAFF

Michelle Holt, Executive Director
Monica Hampton, Tourism Specialist

MAKING AN IMPACT In Butte & South Custer Since 2005

205 positions created with 64% retention

**Over \$1.4 million in grant funding secured
for community development**

Ongoing Programs Include:

Infrastructure Projects
Business Retention & Expansion
Community Development
Lost Rivers Leadership Academy
Lost Rivers Tourism Council
Peaks to Craters Scenic Byway
Resource Clearinghouse
Grant Writing & Administration

2010 Investors

LEGACY INVESTOR

Regional Development Alliance *

HERITAGE INVESTOR

Idaho Department of Commerce*

PARTNER INVESTOR

Idaho National Laboratory/BEA

Butte County*

Custer County*

COMMUNITY INVESTOR

City of Arco*

City of Mackay*

ASSOCIATE INVESTOR

Custer Economic Development Assoc.

Butte County Chamber of Commerce

Mackay Chamber of Commerce

**Donor Since 2005*

Local Capital Campaign 2011

**Bringing Business and
Community Development to
Butte & South Custer
Counties**



www.thelostrivervalley.com

Did You Know?

In 2008, the Businesses, Residents & Municipalities of Butte & Custer Counties purchased more than **\$86 million in goods and services** from businesses located **outside our counties?**

Why?

The primary reason? Not all goods and services are available in our communities. Once people leave the valley for one thing it is too easy to just keep shopping.

Does LRED Help?

Yes! LRED is constantly working to build and grow our communities through activities like:

- Publish and distribute the Lost Rivers Business Directory.
- Business Consulting
- Grant writing to fund community improvement projects like playground equipment, public building improvements, ATV trails, etc.
- Promote our valley through the Lost Rivers Tourism Council and the Peaks to Craters Scenic Byway Committee.
- Support local Chambers of Commerce activities.
- Help prospective entrepreneurs prepare to start new businesses.
- Sponsor Buy Local promotions.

Lost Rivers Economic Development, Inc.

Our Mission

"To help create opportunities for economic development in Butte and South Custer counties through desirable business growth, expansion, retention, and attraction and by working as partners to develop a climate conducive to maintaining the quality of life in the Lost River Valleys."

Who We Are

Lost Rivers Economic Development (LRED) is a private non-profit organization, formed by bringing two counties together in a unique collaboration. Working together, helping local individuals and businesses start and grow, locating funds for community improvement, and trying to recruiting appropriate businesses to locate in the Lost Rivers region.

How You Can Help

Lost Rivers Economic Development depends on support from investors to continue to keep our services available. If you or your organization want to help please, join us as an investor. Other ways to support include providing technical expertise, training, or in-kind goods and services. To discuss support options, contact Michelle Holt, Executive Director at 208-339-5900.

Benefit for Your Business

Investor recognition is very important to us. Recognition of your investment will include :

- Company Name in Print Materials
- Company Name on Website
- Invitation to and Highlight at Investor Event
- Annual Recognition in Local Newspaper Ad

2011 Investor Pledge

Yes, I would like to invest in the economic future of Butte & South Custer Counties because their communities invest in my business.

Please indicate the level of your contribution.

- Partner Investor \$2,500 - \$14,999
 Associate Investor \$1,000 - \$2,499
 Community Investor \$100 - \$999

My investment pledge is: \$ _____

I want to make this investment annually for:

- One Year - 2011
 Two Years - 2011, 2012
 Three Years - 2011, 2012, 2013

Method of Payment

- Check Bill Me

Name _____

Address _____

Phone _____

Signature _____

Mail completed form/payment to:

**Lost Rivers Economic
Development, Inc.**

C/O Michelle Holt, Executive Director
P.O. Box 46
Arco, ID 83213

Phone: 208-339-5900
E-mail: lred@atcnet.net

June 24, 2011

Louis Kraml
Bingham Memorial Hospital
98 Poplar Street
Blackfoot, ID 83221

Dear Louis:

Since 2004, Lost Rivers Economic Development, Inc. has been working in cooperation with Butte County, Custer County and the communities of Arco and Mackay to create opportunities for economic development, desirable business growth, expansion, retention and attraction.

This letter is to personally invite you to consider becoming an investor in Lost Rivers Economic Development, Inc. We depend on investor support to continue making business and community development services available in Butte and South Custer counties.

Your initial reaction to this request might be “Why should my business invest in economic development efforts in a community that is not my own?” The answer is simple. The businesses, residents and governmental agencies of Butte and Custer counties spend in excess of 90% of their discretionary income outside of their own communities, predominantly in businesses located in Southeastern and Central Idaho, to the tune of \$86 million dollars in 2008.

Is your business one that benefits from this spending cycle? If so, I hope you will consider helping us continue to grow the economy not only in the Lost River Valley Region, but for your business as well by becoming an investor, today.

I'd love to have an opportunity to visit with you. I will call to follow up soon. Enclosed is an Investor Pledge brochure. Thank you for your consideration.

Sincerely,

Michelle Holt, Executive Director
Lost Rivers Economic Development

Capital Campaign Script

Hello -

This is Michelle Holt with Lost Rivers Economic Development in Arco. A few weeks ago I mailed you a brochure and a follow up postcard that highlighted consumer spending by Butte County & Custer County residents outside of our own communities.

Do you have time to answer a couple of questions for me?

Living in the Lost River Valley I feel like I have a fairly strong sense of where my neighbors are spending and how much of that happens outside of our own community. We also have statistical data that outlines the categories where this spending occurs. Do you believe that residents of Butte & Custer counties have an impact on your company's bottom line?

Does your organization have a means of tracking customer origin, by zip code, cities, etc?

If so, Does it have the ability to also track income by the same breakdown?

If so, Would you be willing to share that data with me regarding Butte/Custer Counties?

Would you be willing to make a contribution investing our efforts to build the economic vitality of Butte & Custer Counties?

I would love an opportunity to meet you and to share with you more about what Lost Rivers Economic Development does. Is that something you would be interested in?

Thank you for your time, commitment, etc.



January 4, 2011

Dear Butte County Commissioners,

First of all, I want you to know how much I appreciate the opportunity to serve as Economic Director for Butte County. I look forward to many years of mutually beneficial results from our efforts to stimulate economic growth in the Lost Rivers Valleys in general and Butte County specifically.

I appreciate the opportunity you have given me to write and administer your Energy Efficiency & Conservation Block Grant. Hopefully the County will see substantial financial benefit from these energy improvement projects in the coming year. It is my hope that you have begun to see an impact in Butte County from Lost Rivers Economic Development's ongoing efforts and that we can continue to work together in mutually beneficial ways in the future.

Adequate funding is critical to LRED's long term success. Your past and continued support is an important part of our financial stability and is greatly appreciated. The purpose of this letter is to officially request the \$1,500 contribution allocated in this year's county budget for LRED.

It is our goal to have our hard work spur growth and, by so doing, increase tax revenue. Thank you again for your support of our organization and its efforts.

Best Regards,

Michelle Holt, Executive Director
Lost Rivers Economic Development