



The Power of Working Together

BUILDING RURAL AMERICA THROUGH REGIONAL
COLLABORATION AND A LITTLE HELP FROM 'UNCLE SAM'

A Case Study in Competing on a National and International Level



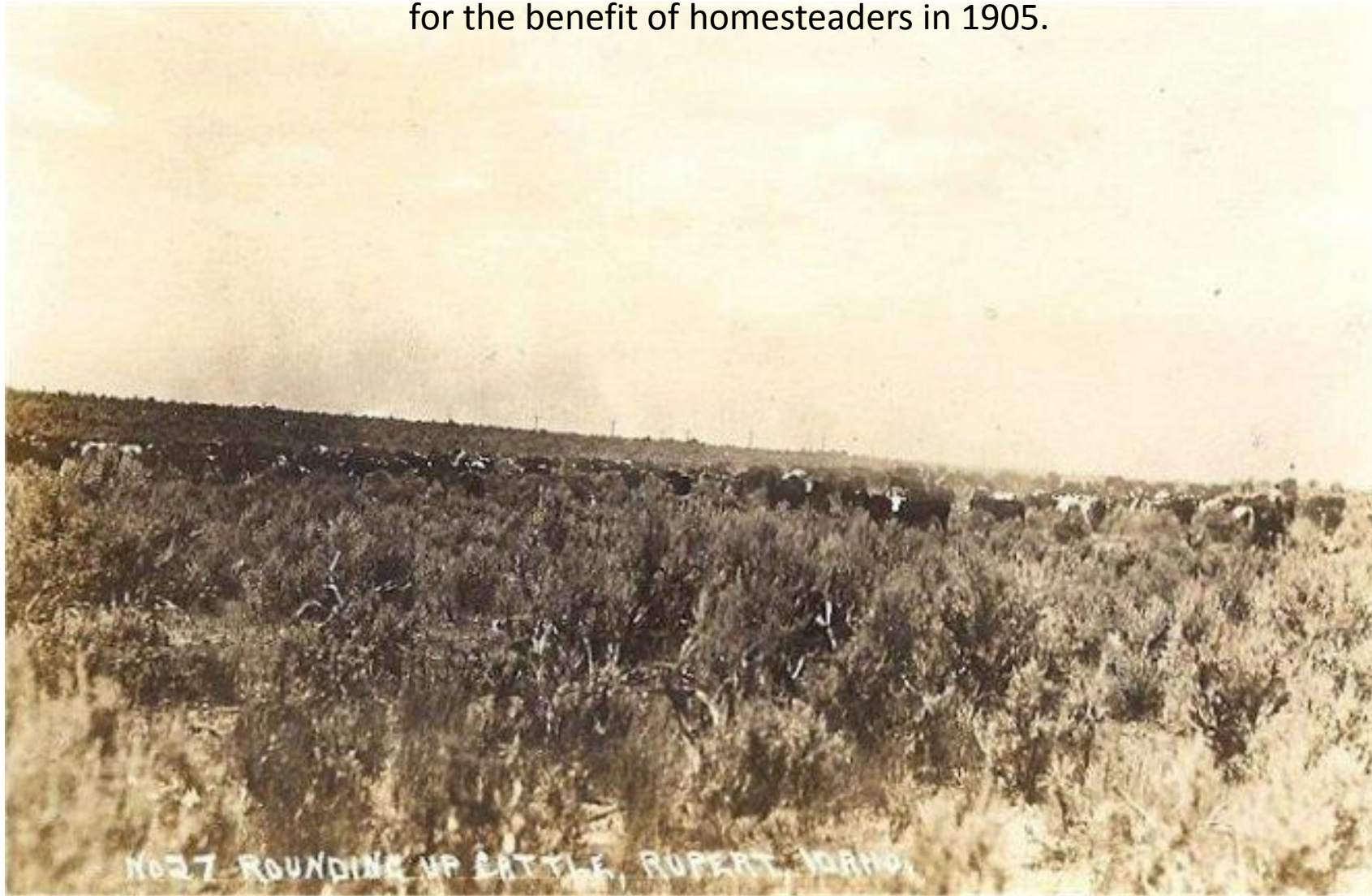
**Annual Cost =
\$6,000 to \$10,000**

- Less than 6,000 Residents; Rural, Ag-based
- As of 2010 – a declining population
- As of 2012
 - Some of the oldest housing in Idaho (1952);
 - No new manufacturing in over 50 years
- Modest Economic Development Budget;
- No Full-time Economic Dev. Professional;
- No Full-time City Public Information Officer or In-house Media Specialist;
- City Administrator wears all the hats.

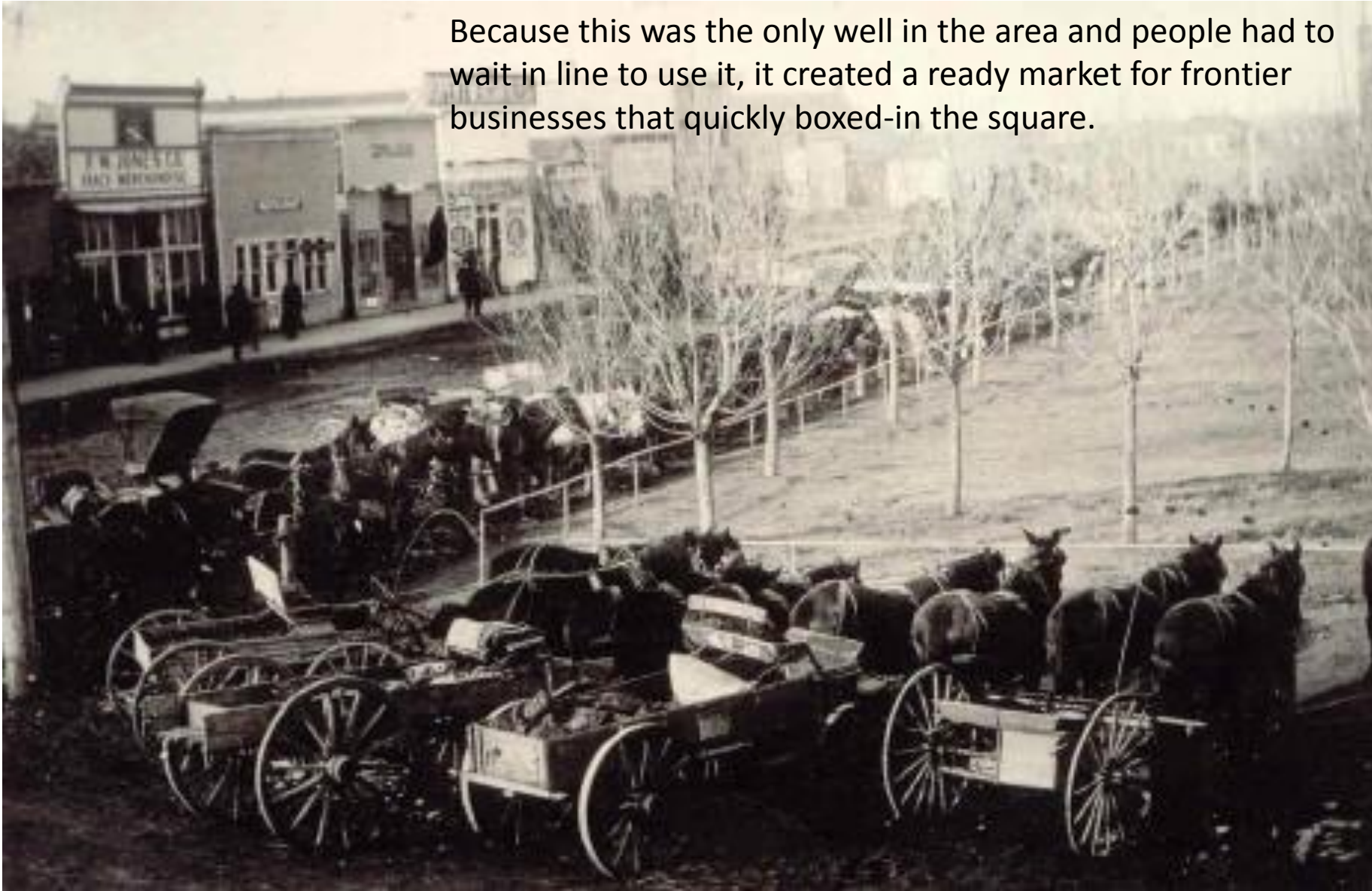
THE RESULTS!!!

- **Population Turnaround**
- **Historic New Home Construction**
- **6 New Factories built, renovating, or announced in last 6 years.**
- **3 Current International Economic Development Leads (FDI)**
- **Dramatic increase in average wage**
- **Diversification**
- **Unemployment at historic low in the last 6 months (2.1%)**

1902 National Reclamation Act is Enacted. 1904 Minidoka Project Approved.
Historically, the town of Rupert evolved out of a central well drilled by the federal government
for the benefit of homesteaders in 1905.



Because this was the only well in the area and people had to wait in line to use it, it created a ready market for frontier businesses that quickly boxed-in the square.





West side public square showing banks
on each corner

Wood buildings were replaced by brick, and
civil structures were erected adjacent to the square.





The Next Step....

- Public/Private Partnership
- Businessmen proposed and financed a pressurized water system
- By 1919, 2,208 farms were in production in the area and Rupert became a center for commerce and industry.

LOCAL

REGIONAL

STATE

FEDERAL



The Partnership Today

WHERE IS IDAHO?

12 major metros

800 mile radius



RANKINGS

#1 STATE Job Growth in Nation
(U.S. Department of Labor)

#1 STATE Top Performing Economy
(Bloomberg)

#1 STATE Personal Income Growth
(Idaho Department of Labor)



3RD Best State For Business
(24/7 Wall Street)

3RD Best State for Business Friendliness
(CNBC)

7TH Hottest Worldwide Travel Destinations
(Vogue 2017)

WORKFORCE

7,631

jobs since July 1, 2014
Total Tax Reimbursement Commitments



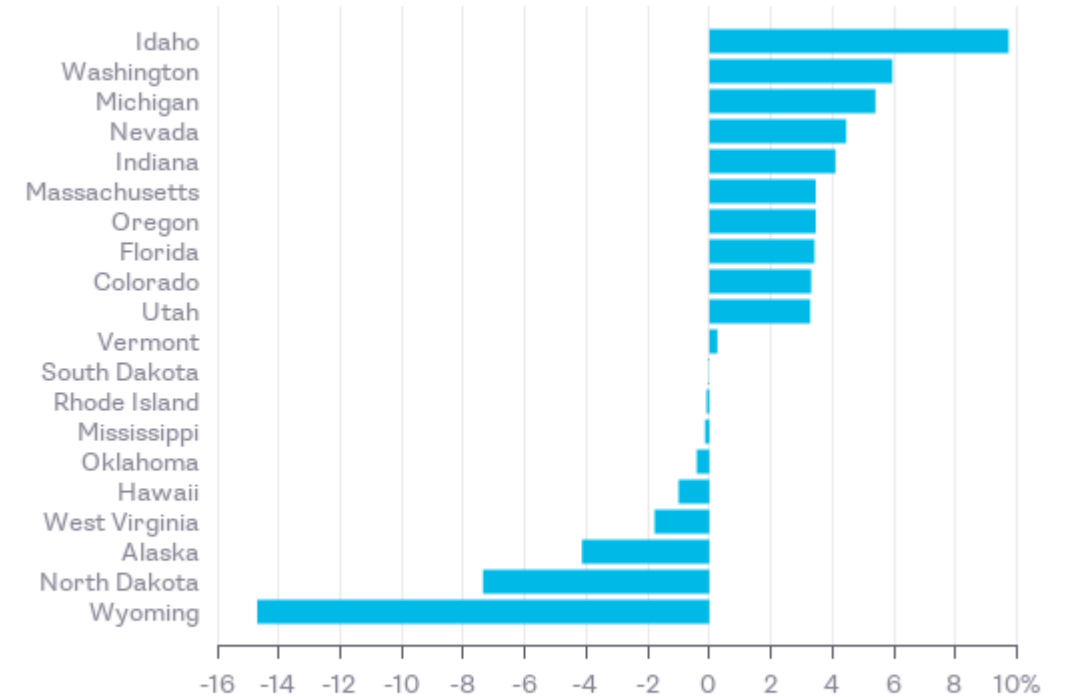
2.9 % Unemployment Rate
(US = 4.1%)

Idaho was first in the nation for employment growth by U.S. Bureau of Labor Statistics in their March 2016 and October 2015 reports.

RURAL IDAHO DRIVING THE HOTTEST ECONOMY IN THE U.S.

10 Best and 10 Worst State Economies

Percentage change in Bloomberg economic health index, 4/1/16-3/31-17*



Source: Bloomberg Economic Evaluation of the States

*Combines data on employment, mortgage delinquency, personal income, tax revenue, home prices and an equity index





- **SelectUSA** uses the convening power of the U.S. government to showcase investment opportunities and bring investors and U.S. locations together.
- SelectUSA Investment Summit began in 2013 (1200 participants – 60 countries)
- 2017 Summit -- 2,800+ participants from 60+ international markets and 52 U.S. states and territories, including companies and business associations as well as economic development organizations (EDOs)



U.S. Department of Commerce

SELECTUSA®
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SelectUSA 2018

A JOINT EFFORT TO ATTRACT NEW INVESTMENT IN IDAHO



- Vetted Admittance
- Matchmaking
- Training
- Recruitment Opportunities
- Visibility



- Establishment of Relationships with Foreign Governments and Counterparts in Foreign Countries.

The logo for Sakae Casting features a stylized red and black shape on the left, resembling a flame or a drop. To its right, the word "SAKAE" is written in red, and "CASTING" is written in black, both in a bold, sans-serif font. Below this, the text "V-PROCESS ALUMINUM CASTING COMPANY" is written in a smaller, grey, sans-serif font.

SAKAE CASTING

V-PROCESS ALUMINUM CASTING COMPANY

- Introduced through a “Sister City” Program with Idaho town
- Regional Partner (“REDI”) and State of Idaho work with SelectUSA to have a match-making meeting in Washington DC
- Local Government, Regional ED Reps, and State Commerce officials meet again with company reps at the Japanese Ambassador’s home in Washington D.C.
- Japanese Consulate General from Portland visits Idaho/discusses Sakae investment
- Local, regional, and state organizations negotiate Sakae’s first FDI in Idaho Falls, Idaho and a joint state-funded research project in nuclear energy industry (IGEM).
- Federal government, including SelectUSA, work with partners to build on Sakae investment. In April 2018, Idaho will send our first FDI recruitment mission to Japan to meet with other interested companies (coordinated by the federal government).

The logo for Sakae Casting USA, LLC features the same stylized red and black shape as the main logo, followed by the word "SAKAE" in a bold, black, sans-serif font. Below "SAKAE", the text "CASTING USA, LLC" is written in a smaller, black, sans-serif font.

SAKAE
CASTING USA, LLC

The logo for Ohzen features a green stylized icon above the word "ohzen" in a green, lowercase, sans-serif font. The icon consists of three vertical lines of increasing height, with a small green circle at the top of the tallest line.

ohzen

The 'Take-Away'...

- Small, rural towns can compete!
- Small, rural towns **NEED** partners!
 - Regional, State, and Federal Partners make it happen!
- **Federal Government is a Critical Partner!**
 - Critical Resources, Financing, FDI, and so on...
- **E.D. Professional must advocate!**
 - Local, State, and Federal Forums

Thank You.

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