



IN MOTION

Clearwater Economic Development Association | January 2020

SAVE THE DATE! CEDA'S 2020 ANNUAL MEETING

CEDA's 2020 Annual Meeting will be held on April 16, 2020 at the Lewiston Red Lion Hotel. The theme for this year's event will be "What is our Welcome Mat?" and will center around creating vibrant and thriving communities where individuals and families want to live, work, and play.

Invitations with more details on the program and information on room blocks will be sent out shortly. For information on sponsorship opportunities or questions about the event, contact Deb Smith, Regional Planner, at dsmith@clearwater-eda.org or (208)746-0015.

CEDA BOARD MEMBERS RETIRE

Ged Randall, City of Lewiston; Bob West, City of Kamiah; and Jack Duman, City of Cottonwood are retiring from CEDA's Board of Directors. Ged and Bob have served in this capacity since 2014 while Jack Duman joined leadership in 2016.

To maintain a vision and good direction for a region, it is imperative that the CEDA Board of Director be comprised of dedicated volunteers who represent the area that our organization serves. CEDA is very appreciative of the time and expertise that each retiring board member has provided. While serving our largest community, Lewiston, Ged has always been a vocal and fierce advocate of the rural communities and the need for regional planning. Bob has provided the perspective of the needs of the upper Clearwater region along with a valuable understanding of emergency management needs from his role as Lewis County Emergency Management Coordinator. Jack is an aggressive community leader and has driven many important infrastructure projects in Cottonwood. He provided a practical understanding of the needs of the region from an infrastructure point of view.

THANK you Ged, Bob, and Jack for your service to North Central Idaho!

SOLICITING LEADERS FOR CEDA BOARD OF DIRECTORS

The CEDA Membership Committee is seeking nominations for the CEDA Board of Directors. Any leader representing a member organization of CEDA is eligible to serve.

The Board of Directors is responsible for setting organizational policy and for overall operations of the organization. The Board of Directors is comprised of member representatives of the five (5) counties, at least eight (8) members-at-large, the past chair, and one representative from each of the duly established Councils of the Board of Directors.

WELCOME TO OUR NEWEST MEMBER: TENDERCARE CHILDRENS' CENTER!

Tendercare Childrens' Center is CEDA's newest member! Located at 1218 20th Street in Lewiston, the center has provided quality childcare services since 1987. See www.tendercarechildrenscenter.com for additional information.

Annual Meeting

What is our Welcome Mat?
Creating a community where people
want to live!

April 16, 2020

Lewiston Red Lion Hotel

4:00pm Membership Meeting

5:00pm Social

6:00pm Dinner Program

Invitations will be sent soon.



REV UP NORTH IDAHO RECEIVES SUPPORT TO TRAIN LOCAL LEADERS

Plans are underway for the April 2020 launch of a regional initiative to empower local leaders in 22 rural northern Idaho communities with the knowledge and assistance to shape their town's future. REV Up North Idaho provides training, hands-on assistance, and a toolkit for Renewing Economic Vitality (REV) in rural communities. REV's three-year modular training is centered on the topics of broadband, housing, and community revitalization.

REV Up North Idaho is being offered with the support of USDA's Rural Community Development Initiative, which awarded the program \$150,000 and the Avista Corporation Pass-Through Fund at Innovia Foundation, which contributed a \$90,000 cash investment.

"The Avista Foundation is pleased to be an investor in growing the capacity of our local communities. We are hopeful that many local leaders will find benefit from these targeted training opportunities," offered Kristine Meyer, Executive Director of the Avista Foundation.

These resources will be matched with \$36,000 from CEDA and \$24,000 from Panhandle Area Council (PAC) of Hayden. CEDA and PAC are "sister" organizations, recognized by the U.S. Economic Development Administration as the economic development planning organizations for their respective regions.

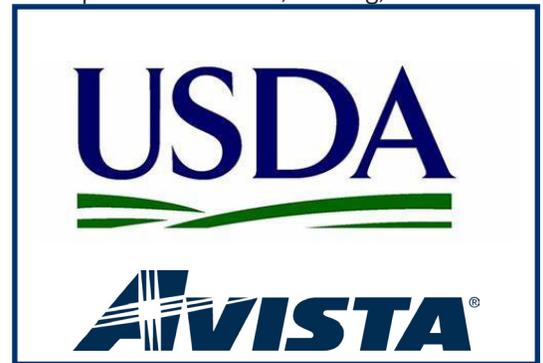
PAC will provide training to the communities within the counties of Benewah Bonner, Boundary, Kootenai, and Shoshone. CEDA will extend similar services to participating communities in the counties of Clearwater, Latah, Lewis, Idaho, and Nez Perce. Community leaders will opt into the training modules they believe is of most need in their communities, including:

Broadband: broadband training will build a shared vocabulary on broadband adoption and deployment, and an understanding of the role for local governments in adopting and deploying broadband. CEDA and PAC will assist in developing stakeholder partnerships; reviewing case studies and models for public-private partnerships and publicly-owned broadband infrastructure; and locating technical and funding resources to address broadband issues.

Housing: The housing training element will bring realtors, developers, housing agencies, local government, and the public together on the issue of meeting current and future housing needs. CEDA and PAC will assist communities to build an understanding of housing options and case studies, evaluating local ordinances and regulations for housing implications, and options for financing and public-private partnerships to rehabilitate or expand housing stock.

Community Vitality: The third training segment, communities will explore what it will take for a rural community to thrive in the 21st century. Workshops will be offered on actionable community revitalization topics.

For more information, contact Angie Edwards-Kuskie: aedwards@clearwater-eda.org.



KELLY'S SPLASH PARK OPENS IN POTLATCH!

The City of Potlatch completed construction of "Kelly's Scenic 6 Splash Park" in October. The splash pad is located in Potlatch's beautiful Scenic Six Park and is connected to the park's walking path by a new sidewalk. The city chose to name the splash park in honor of Kelly Dahlquist and the park sign is inscribed with the following:

"In memory of CEDA Community Development Director, Kelly Dahlquist, who contributed to the success of community projects across north-central Idaho. The Splash Pad is Kelly's last project and a testament to her energy, creativity, and service."

We are deeply moved by this gesture and look forward to the hours of summer fun residents and visitors to Potlatch will enjoy. The project was funded with an \$80,000 Idaho Community Development Block Grant, \$18,859 in local cash, and \$20,395 in donated services and products from the city and local businesses.



EXPANSION CONTINUES AT CRAIG MOUNTAIN BUSINESS PARK

Camas Post Yard, LLC continues to expand and diversify operations. Starting in Mid 2013 producing basic post and pole products on a single lot in CEDA's Craig Mountain Business Park in Craigmont, the business now occupies double its original footprint and the company workforce has more than doubled. Product diversification includes onsite production of doweled post and poles for special applications and the addition of a sawmill for custom cut lumber and beams. The company also sales wood products that are treated offsite and firewood made from their waste products.

NEW PROGRAM AIMS TO CONNECT 8TH GRADE STUDENTS WITH LOCAL CAREER OPTIONS



This Spring, CEDA will be expanding the region's Dream It. Do It. career awareness initiative by exposing 8th graders to local career options that fit students' personal interests, and hosting local and regional "DIDI 500 Competition" events. Funded through the Idaho State Workforce Development Council's Public Outreach Grant Program, this initiative consists of ½ day career awareness events and local manufacturing-based STEM competitions. CEDA will bring this program opportunity to each of the 15 school districts in the North-Central Idaho. Ida-Lew Economic Development Council will help with efforts in Idaho and Lewis counties. Southeast Washington Economic Development Association (SEWEDA) will use Washington state resources to bring the same program to Asotin, Whitman, and Garfield counties.

This program will focus on the most in-demand occupations in our region's future to include manufacturing, construction, and healthcare as well as other industries specific to the locale.

Why focus on youth? By 2028, the Idaho Department of Labor estimates that our region will have a 7,900 gap in workers for an economy needing 50,000 government and private employment positions. Our region has a critical issue that we need to counteract. North Central Idaho has fewer individuals entering our workforce than those that are retiring out of it. In 2018, 1,310 North Central Idaho residents turned 16 years old while 1,430 residents turned 65 years old. Our region needs to stop the youth drain that we have experienced for the last 30 years.



How does this program fit into the Dream It. Do It. Strategy? This program is critical to an overall strategy of stimulating student interest in occupations that support Idaho's economy with a focus on our North Central Idaho workforce needs. This initiative will align with our region's annual Northwest Intermountain *Dream It. Do It...Here* Youth Conference. The activities will help to create a continuum of career awareness touch points and supports our goal of building and sustaining a regionalized career awareness system. This project also responds to the recent "asks" of local industry and education to help connect younger students to industry.

What will the career awareness events look like? The events will feature dynamic local business presenters from a minimum of five industries with a minimum of three occupations highlighted from each industry (ie: manufacturing, healthcare, construction, technology, natural resources, business and finance) where representatives will share their passion for their work, what they do in their specific job, how they got into their career, what their company does, what types of occupations they employ, and what educational and career choices they made. Presenters will share information on how they use different disciplines such as math, the sciences, or language in their jobs. Each industry partner will be asked to provide a hands-on exercise that sparks student interest in their industry. CEDA will draw from the local businesses in and around the community for presentations.

CEDA will work with education, industry, and school representatives to create and/or compile age appropriate information on identification of interests and on career options. The information will be part of a student packet. There will be web-based links provided where students can access information after the event.

What is the DIDI 500 Competition? CEDA will use a template from the National Association of Manufacturers to develop the DIDI500 program. The DIDI500 events will stimulate interest, a desire to create, and challenge students to think of the "why" behind manufacturing.

CEDA will work with participating schools to host an inhouse competition and will then culminate the competition with a regional event hosting the winners of the local events. The local events and regional competition will consist of teams of students designing, building, testing, racing, and marketing a rubber band powered car. The regional event will be held in Lewiston and will bring competing teams of four to five 8th grade students from the area schools. Winners will be chosen, based on creativity, teamwork, design, presentation, use and knowledge of STEM concepts, and car performance.

Each team in the regional competition will be provided with an engineering student from either the University of Idaho or from Lewis-Clark State College's pre-engineering program to help them with the build-out. Each participating school team will also have a person from their community's local manufacturing facility as part of their team. It is hoped that the DIDI500 will foster creativity using STEM concepts and make important student connections with higher education and the manufacturing community. It will be a public event and attract parents and the community.

DREAM IT. DO IT. . . HERE 2020 YOUTH CONFERENCE TO BE HELD MARCH 18



The Dream It. Do It. partners are busy preparing the fourth annual youth conference to be held on March 18. Hosted by the University of Idaho on the UI Campus in Moscow, the event gives an opportunity for five-hundred, 10th and 11th grade students to experience a day of local industry and higher education break-outs. They will explore future, local career options in manufacturing, health care, building trades, technology, transportation, hospitality, law, local government, law enforcement, natural resources, and finance. There will be 80 industry breakouts and 20 education breakouts.

As co-coordinator with UI, CEDA has raised over \$15,000 in private industry sponsorships. CEDA is marketing the event to 28 school districts and several private, charter, and alternative schools in North Central Idaho and southeast Washington. CEDA will be reaching out to industry for their participation in the event.

Each student attendee will participate in four, 30 minute industry sessions and one higher education segment. Dynamic industry representatives will



share information on their company or organization, what their job requires, their career path, what they like about their work, and what education is required for their job. At registration, students will select their industry preferences. Higher education sessions will help students to

link to educational pathways that could help them to succeed in occupations needed in the region.

Partners active in the planning are University of Idaho, Lewis-Clark State College, Southeast Washington Economic Development Association, the Genesee School District, the Nez Perce Tribe, and CEDA. Marvin Dugger, a local retired carpenter, is also a planning member.



Thank you to our sponsors!

The University of Idaho
Nez Perce Tribal Enterprises
Idaho Forest Group
Lewis-Clark State College
CCI/Speer
Northwest Intermountain
Manufacturers Association
Potlatch #1 Federal Credit Union
Southeast Washington Economic
Development Assn.
Gritman Medical Center
Jetco Machine
J-U-B Engineers
Nightforce
Pacific Cabinets
Pullman Regional Hospital
Hillco Technologies
Tri-State Memorial Hospital
Walla Walla Community College

NIMM STUDENTS LOOK TO THE FUTURE

Students enrolled in LCSC's Northwest Intermountain Metal Manufacturing Career Development Program will begin their final course, "Employability Skills," by the end of January. The electro-mechanical students are currently completing an Applied STEM course and the Mechanical Computer-Aided-Design and Drafting students are completing an Advanced 3-D Modeling course. A manufacturing tour is scheduled for them of Nightforce Optics in Orofino on January 30th.

This is a 2.5 year pilot program that began in 2018. Students will graduate from high school with an industry recognized certificate in Mechanical CADD or Electro-Machining. Current participating students are from eight local high schools. CEDA continues to support the program by setting up manufacturing tours, coordinating planning meetings, and helping students to find jobs after high school.

According to a recent student survey, over 75% of the students hope to be employed in manufacturing after the program is completed!

The same percentage of students plan to continue onto college, with many planning to either attend the University of Idaho or Lewis-Clark State College.

COMMUNITY DEVELOPMENT NEWS IN BRIEF:

CONGRATULATIONS to the City of White Bird, Clearwater Water District (Idaho County), and the City of Potlatch for successfully closing out their Community Development Block Grant projects.

CONGRATULATIONS to the City of Deary who was awarded \$89,000 from the Idaho Community Development Block Grant (ICDBG) fund for the replacement of a bathroom in their City Park.

The cities of Stites, Craigmont, and Kooskia are in the process of updating their Comprehensive Plans. These documents will help to guide the development of goals and priorities for each community over the next ten years.

UPCOMING OPPORTUNITIES FOR COMMUNITY CENTERS, VALUE-ADDED AGRICULTURE PRODUCTS

Idaho Community Development Block Grant:

Does your community center or senior center need repairs or ADA accessibility improvements? Up to \$150,000 is available through the Idaho Community Development Block Grant program. Applicants must be a general purpose local government, nonprofits may apply as a subapplicant.

Matching funds and professional plans are required. Applications are due in March 2020. Reach out to Angie Edwards-Kuskie or Dodd Snodgrass if your community has a project need that you would like to discuss.

Value-Added Producer Grant:

USDA Rural Development has announced \$37 million in grant funding to support value-added product development. The Value-Added Producer Grant (VAPG) program helps agricultural producers enter into value-added activities related to the processing and marketing of new products. The goals of this program are to generate new products, create and expand marketing opportunities and increase producer income. Funding will support feasibility studies for producers to evaluate opportunities and working capital to expand existing production or enter new markets. Paper applications are due March 10.

This is a great opportunity for North Central Idaho ag producers, with more funding available this year than in any previous year! Wine, Spirits, Food, Fur, Wood, Grains – many opportunities.

CEDA will be hosting an application workshop with USDA-RD in January. The workshop is January 23, 2020 from 2:00 to 4:00 pm at the Idaho Department of Labor office in Lewiston at 1158 Idaho St. Contact Dodd Snodgrass at dsnodgrass@clearwater-eda.org.

TOOLS FOR BUSINESS DEVELOPMENT

Clearwater Economic Development Association (CEDA) has served the region in a variety of ways since 1967. The specific activities of the organization have changed many times over the years as the association adapts to the economic development needs and challenges faced by the region and individual communities within.

Business development is an ongoing component of economic development. Since 1989, CEDA has offered small business financing for viable projects that do not qualify for financing through more conventional sources, for reasons such as the business lacks the history on which repayment can be based or the collateral does not meet lender requirements. This economic development tool has, since its inception, been able to help small businesses in underserved industries important to the communities that make up the region. Examples include assistance to numerous early-stage businesses that are now well known in the region and providing significant employment opportunities for businesses that have markets for their products and services spread far and wide, such as Militec, Pacific Cabinets, Anderson Aeromotive, JEDA Productions, and Pleasant Valley Log Homes. Many projects financed by CEDA are microenterprises such as Bear Creek Equipment Repair and Jonathan Rich Tree Service. Others are just plain unusual, like Cowboy Shrimp, the first saltwater shrimp farm in Idaho. CEDA has also assisted numerous businesses in markets typically considered too risky for conventional lenders, such as outfitters and guides and independent motels that are so important to the economy along the Salmon River. In past years CEDA programs were used to finance projects to aid with the region-wide shift to tourism including, but not limited to, Elk River Lodge, River Dance Lodge at Syringa, and the Outback in Pierce.

More recent changes and adaptations to the business development programs include the addition of a sister program funded through USDA Rural Development RMAP that allows for significant expansion of direct technical assistance to small business owners and managers. There is special emphasis on financing and assistance to help establish or expand production businesses that improve the overall wealth within a community via 1) the sale of a value-added product to customers located outside of their area, and 2) provision of significant employment opportunities to local citizens. Even more recently, special rules were established to accommodate financing the expansion of broadband infrastructure in areas threatened with the loss of business due to the lack of adequate service.

CEDA continues to explore ways that the association can better serve the region with programs that fill the needs left by unmet gaps in services available for small business development. As a result, all inquiries are welcome whether they be from an individual business or from a group looking to make something happen in their community or within their industry. Give us a call and let's see if we can figure out a way to get it done.

LOOKING FOR BUSINESS TECHNICAL ASSISTANCE?

Under the Rural Microbusiness Assistance Program funded by USDA Rural Development, CEDA is able to provide support to small and emerging businesses and entrepreneurs.

That support is tailored to the need of the client and in the form of research, business planning start-up or expansion, planning for business succession, financial analysis, sourcing of different public programs, and access to business financing including that offered through CEDA's small business revolving loan funds.

If you are or know of a business or entrepreneur needing assistance, please refer them to John Lane (jlane@clearwater-eda.org) or Dodd Snodgrass (dsnodgrass@clearwater-eda.org).

AREA WINE INDUSTRY SEES CONTINUING GROWTH

The Lewis-Clark wine industry, sparked by the 2016 designation as an American Viticultural Area (AVA), is experiencing slow, but steady, growth. An AVA is a designated wine grape-growing region in the United States, distinguishable by geographic features defined by the Alcohol and Tobacco Tax and Trade Bureau. AVA's recognize consistency in product, soil, climate, and geography and helps to generate reputation based on that consistency. An AVA designation allows winemakers and wine consumers to attribute a given quality, reputation, or other characteristic to its geographic origin. To be labeled as an AVA wine, at least 85% of the grapes that make up the wine must have been grown in the AVA and the wine must be finished in the state where the AVA is located.



At the time of the AVA application in 2011, the region was home to six commercially producing vineyards with almost 35 acres of grape vines. As of June 2019, there are 10 vineyards with a total of 86.75 acres of wine grapes within the LCV AVA being grown for commercial sales and/or estate wine production. This does not include backyard, or hobby, plots that may have grapes for home use or to sell to wineries. This is a 155% increase in eight years.

In 2012, three wineries within the proposed AVA boundaries bottled 5,700 gallons of wine for commercial sales. This had increased to 24,870 gallons by the time of the AVA designation in 2016. In 2018, there were eight wineries that produced over 36,000 gallons of wine for commercial sales bottled within the LCV AVA; a 532% increase in commercial production in six years.

New businesses have contributed to the industry growth:

- Vine 46 Winery has purchased a historical building in downtown Lewiston which will open in 2020. In the interim, they have opened a tasting room in the newly renovated Newbery Square in downtown Lewiston;
- Jovinea Winery has planted a one-acre vineyard outside of Lenore and has opened a tasting room in downtown Lewiston;
- Benscoter Vineyards will begin commercial sales this summer;
- Twisted Vine Wine Tours began providing wine tours to locals, visitors, and cruise boat passengers in the Lewis-Clark Valley;
- A new vineyard owner has moved to the area and is preparing to plant a five-acre vineyard south of Lewiston.

Mark your calendars, the 2nd Annual Lewis-Clark Valley Wine Festival will be held April 3 – 5; check out their Alliance website to reserve your tickets for the weekend's events - <https://lewisclarkwine.com>.

M E M B E R S H I P	Public Sector:	Peck	Private Sector:	Utilities:
	Clearwater County	Orofino	Banner Bank	Avista
	Idaho County	Pierce	Castellaw Kom Architects	Clearwater Power Company
	Lewis County	Potlatch	Columbia Bank	
	Latah County	Riggins	First Step Internet	Non-Profit/Agency Partners:
	Nez Perce Tribe	Stites	Great West Engineering, Inc.	Clearwater County Economic Development Council
	Cottonwood	Troy	J-U-B Engineers, Inc.	Clearwater Resource Conservation & Development
	Craigmont	Weippe	Keller Associates, Inc.	Ida-Lew Economic Development Council
	Culdesac	White Bird	Keltic Engineering, Inc.	Idaho Dept. of Environmental Quality
	Deary	Winchester	Mountain Waterworks, Inc.	Idaho Dept. of Labor
	Elk River	Juliaetta-Kendrick Recreation District	Northwest Management	Idaho Rural Water Association
	Ferdinand	White Bird Area Recreation District	Potlatch #1 Federal Credit Union	Lewis-Clark Valley Chamber
Genesee	Port of Lewiston	Rademaker Design Studios	North Central Idaho Travel Association	
Grangeville		RGU Architecture and Planning	Northwest Intermountain Manufacturers Association	
Juliaetta	Education:	TenderCare Children's Center	Valley Vision, Inc.	
Kamiah	Lewis-Clark State College	Umpqua Bank		
Kendrick	University of Idaho	US Bank		
Kooskia		SMART Transit		
Lewiston		TD&H Engineering		
Moscow		Washington Trust Bank		
Nezperce		Wells Fargo		
		Zions Bank		

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