

ROI monthly report

FEBRUARY 2009 REPORT FOR THE BOISE VALLEY ECONOMIC PARTNERSHIP

ESTech and BVEP Partner on Marketing for High-tech Region

The ESTech-BVEP connection is a perfect example of a regional approach to economic development.



On January 24, the Eagle Star Technology Corridor (ESTech), a nearly 80,000-acre region with many high-tech development locations, came one step closer to becoming a reality. On that date, Governor

C.L. "Butch" Otter, surrounded by civic and business leaders, drove a symbolic golden spike into the ground at the intersection of Idaho Highway 44 and Idaho Highway 16 marking the formal ground-breaking for this project.

The event also served to publicly announce


the partnership forged between ESTech and the Boise Valley Economic Partnership to market this high-tech hub to prospective companies wanting to reap the benefits of the region's lower business costs, affordable housing, and quality of life. "This partnership," says Paul Hiller, BVEP executive director, "enables ESTech to take advantage of BVEP's marketing resources to create jobs and promote the economic vitality of the Treasure Valley. He adds, "BVEP is a regional economic development organization, and this partnership with ESTech clearly demonstrates how this concept can work."

The specific details of what this partnership entails are still to be determined. Areas, however, where BVEP's ongoing marketing activities can help move the project forward include BVEP's successful media campaign with Porter Novelli that targets major national business news

outlets. The objective of this effort is to raise awareness of the Treasure Valley as a hot bed for innovation and entrepreneurship – a perfect fit for ESTech's prospective high-tech tenants.

Plans could include partnering on attendance at trade shows, conducting out-of-state marketing events, capitalizing on BVEP's existing network of site consultants and corporate real estate executives, who specialize in finding locations for high-tech businesses, and providing ESTech a presence on the BVEP website.

"Our focus," says Lloyd Mahaffey, chair of the Idaho Economic Advisory Council and ESTech chair, "is to convince technology companies in high-cost states like California to locate in the Eagle-Star area, and combining forces with BVEP will help us expand our marketing reach."

At the groundbreaking ceremony, Hiller said, "This is an exciting time and day for Eagle, Star, and the entire Treasure Valley, and we are delighted to be a part of helping to recruit high-tech businesses to this corridor." 



(From left) Mayor Phil Bandy, Eagle, Paul Hiller, BVEP, and Mayor Nate Mitchell, Star, at the January 24 ESTech ground-breaking ceremony. Mary May (left), chairman of ESTech's Marketing and Communications Committee, presents Governor Otter with an commemorative gold spike in honor of the occasion.



BVEP Project Report

By **Jana Chalfant**,
director of economic development services, BVEP



**Jana Chalfant –
director, economic
development services**

This year is starting off strong for projects in the pipeline following an incredible 4th quarter 2008. BVEP's first project in 2009 is Project Arrow, a stretch-film (shrink-wrap) manufacturer that has narrowed down the Treasure Valley to one of three final locations for a new manufacturing operation. This project contacted us directly based on information on the BVEP website. A rail connection is critical for this project, and we are currently in a full-blown search for an appropriate site. We expect a visit from Project Arrow representatives in February.

Two solar manufacturing projects continue to indicate interest in the Treasure Valley. Project Jade visited the area in November, and we continue to

be in the top three locations on the priority-site list. The firm is headquartered in Silicon Valley. Project Sunshine, another solar manufacturing operation, is relooking at sites in the region originally presented to them in early 2008, and we will be meeting with representatives from that firm in the near future.

Coming from Wyoming, Project Align, a PBX telephone router operation, is currently negotiating a lease for office space in Nampa. It will start with a sales presence, but contacts at Project Align say that the company plans to expand and add router-box manufacturing capability and additional jobs. And Project Everest, a large distribution center, is still moving along, and we are working with consultants representing that company.

In January, Paul Hiller attended the "Shot Show" in Orlando, Florida, and met with a major firearms manufacturer that has indicated a keen interest in doing business in the Treasure Valley. The company, which is headquartered in the Northeast, is doing analysis and planning to make a decision by mid-2009.

On another trade show note, in January a delegation from the Boise Valley Economic Partnership hosted a booth at the Northwest Food Processing Manufacturing and Packaging Expo in Portland, Oregon. BVEP representatives included John Brunelle, City of Boise, and Cliff Long, City of Nampa.

And finally, a heads-up that in March, BVEP will host a brokers' roundtable to discuss the Boise Valley Prospector. At the roundtable, we will also discuss our RFI process on how to improve communication and submission on projects, and we'll share analytics about how the Boise Valley Prospector is being used and by whom. ☐

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Marketing Team Updates

By Linda Alden, director of marketing, BVEP



**Linda Alden –
director of marketing**

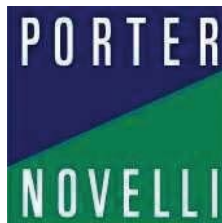
Hegedus took his cues from Camille Beckman in Eagle, Idaho Candy Company in Boise, and Image National in Nampa.

After an opening night performance in early December, CNBC's segment about Idaho Candy Company put on more than 60 encore performances on NBC affiliate stations across the country. Act two, a Camille Beckman segment, took the stage in late December, and in early January, the third act featured sign manufacturer Image National.

The Porter Novelli team is hard at work on the Treasure Valley's next playbill. To view stories placed over the past few years, please visit the Media Center at www.bvep.org and click on "In the News." ✉

National Media Action Plans – Porter Novelli

As the curtain rises on a new year, Porter Novelli's cast of media specialists is getting into character for another highly acclaimed tour of memorable national media performances. The Treasure Valley is in the spotlight on the national stage, and it is show time!



"In 2008, the Porter Novelli team scored over 200 placements about the Treasure Valley in national business media outlets."

*— Paul Hiller,
Executive Director
BVEP*



www.bvep.org



BVEP Targeted Industries List Revised for 2009

By Paul Hiller, executive director, BVEP



Paul Hiller – executive director, BVEP

In order to focus BVEP's marketing efforts, each year we revisit the list of targeted industries that the economic development professionals in our member communities identify as candidates from business attraction and expansion. Based on their inputs, alternative energy and solar products manufacturing, health care, food processing, computer and electronic products manufacturing, and professional services will comprise the targeted industries line-up for 2009.

Compared to prior years, this list is boiled down to fewer industries. They represent those types of operations that have either already established a cluster in this geography or are, for a number of factors such as available workforce or the presence

of key suppliers, the logical choices to add economic vitality to the Treasure Valley. The emergence of the Eagle Star Technology Corridor (see article on page one) also played a role in identifying the importance of attracting and growing businesses in the technology sector.

What does this identification of targeted industries mean to BVEP and our marketing strategy? For one thing, it provides direction to our public relations team at Porter Novelli in terms of identifying the media outlets that business leaders in those industries most often access. It helps identify the vertical trade publications where they get their information. It also focuses our direct selling efforts on corporate real estate executives and site consultants that specialize in those particular business sectors. And when deciding where to spend our trade show dollars, it provides us with a map of how to make the wisest use of those resources.

Clearly, we won't turn our back on other viable projects that are looking with interest at the Treasure Valley. Having identified our targeted industries, however, enables us to focus our proactive marketing efforts on those areas that will yield the most promising economic opportunities and high-paying jobs for the region. ✉

Did you know?

- According to *U.S. News and World Report's* U.S. News Economic Innovation Index, Idaho ranked first in the nation in patents, fourth in job churning and online agriculture, fifth in inventory patents, eighth in entrepreneurial activity, and ninth in high-tech jobs.
- *Forbes* listed Idaho as the 6th fastest growing state in the U.S. From July 2007 to July 2008, Idaho's population went from 1,496,145 to 1,523,816 – a 1.85% increase (based on U.S. Census Bureau data).

Mark Your Calendar

Economic Development Committee Meeting

Friday, April 10
8:30 – 10:00 a.m.

Boise Metro
Chamber of Commerce
250 S. 5th St.
Lower Level conference room
Boise, Idaho

www.bvep.org





Meet Your Fellow BVEP Members

One of ROI's features is to showcase BVEP members. BVEP is a thriving organization thanks to the continued support from its growing list of supporters. In each issue of ROI, we like to say thanks to a few of our investors.

Bank of the West

Bank of the West, with \$67 billion in assets, is a full-service commercial bank doing business in 19 states across the United States in more than 700 retail and commercial locations. BNP Paribas, the parent company, has \$2.4 trillion in assets and is one of the four strongest banks in the world.



"Bank of the West and BVEP share a common goal: a commitment to economic prosperity and growth of the Treasure Valley. Our commercial banking group in Boise continues to partner with Idaho companies to take advantage of significant opportunities."

– Mark T. Houston, VP & Regional Commercial Banking Manager – Idaho, Bank of the West

Home Federal Bank

Home Federal Bank is the largest and oldest financial institution headquartered in the Treasure Valley. We are one of the most highly capitalized banks in the nation, which means our customers' money is safe. Our mission is to be the preferred banking company in the Treasure Valley.



"Our partnership with BVEP personifies our commitment to remaining local. We understand that the vitality and growth of the communities we serve, especially the Boise market, is critical to our future success."

– Len Williams, President and CEO, Home Federal Bank, Treasure Valley

City Of Meridian

Meridian is a city full of possibilities...a full-service community with proactive planning, exciting mixed-use business parks, a redeveloping pedestrian-friendly downtown, and quality residential developments. Located strategically in the center of the Boise Valley, Meridian is the premier destination for businesses and families alike. *We are Built for Business, Designed for Living.*



"Meridian is thoughtfully targeting industries aligning community talents and interests. Our economic excellence efforts in supporting and expanding the Health Sciences and Technology Corridor are one example. We must all work together to find success."

– Mayor Tammy de Weerd, City of Meridian

