

Glenda Wiles

From: Cobey Williamson <cobey.williamson@gmail.com>
Sent: Tuesday, December 20, 2016 2:17 PM
To: Ravalli County Commissioners Office; julie@rceda.org
Subject: Economic Development in the Bitterroot
Attachments: EconomicStrategyofRavalliCounty.pdf

Greetings and salutations

I am writing to inquire where I might find information about the cohesive strategic plan for economic vitality in the Bitterroot. I'm interested in learning more about what types of formal efforts might currently be underway.

Attached is an outline of avenues that may already have been explored. I would love to hear where they might stand today. Any insight you have to share would be happily received.

warm wishes in this holiday season ~ cheers

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Economic Strategy of Ravalli County

The following outlines one possible strategy for sustaining and creating economic vitality in the Bitterroot Valley.

- Develop a cohesive valley-wide strategy and identity
 - Branding - 'World-Class Opportunity at a Rural Pace in the Last Best Place'
 - Active marketing - recruit entrepreneurs and craftspeople
 - Seek financial investment - network with established economic leaders
 - Create economic niche for each community
 - Hamilton - cultural and economic center
 - Intellectual property firms
 - Bitterroot College
 - Health care facilities
 - Stevensville - manufacturing and historical center
 - St Mary's Mission
 - Value-added manufacturing & assembly
 - Dining
 - Victor - retirement and agriculture community
 - Darby - western lifestyle and outdoor recreation
 - Develop on current frontier theme
 - Gateway to East & West Fork areas
 - Florence - bedroom community of Missoula
 - Intellectual property commerce - actively recruit intellectual property firms based on 'Quality of Life' for employees.
 - Improve connectivity and throughput speeds
 - Develop relocation pitch and marketing deck
 - Field ambassador to actively market to firms
 - Resource security - invest and develop infrastructure for sustainable utilization
 - Food
 - Water
 - Energy
 - Gateway to Selway/Bitterroot Wilderness - market as access point
 - Improve airport
 - Targeted marketing for fly-in tourism
 - Weekend tourist destination for Missoula and Salmon, ID residents
 - Short duration tourism
 - Destination quality shops and services

This outline is merely meant to serve as a starting point for a discussion on a larger community effort to determine a strategic vision for Ravalli County's future.