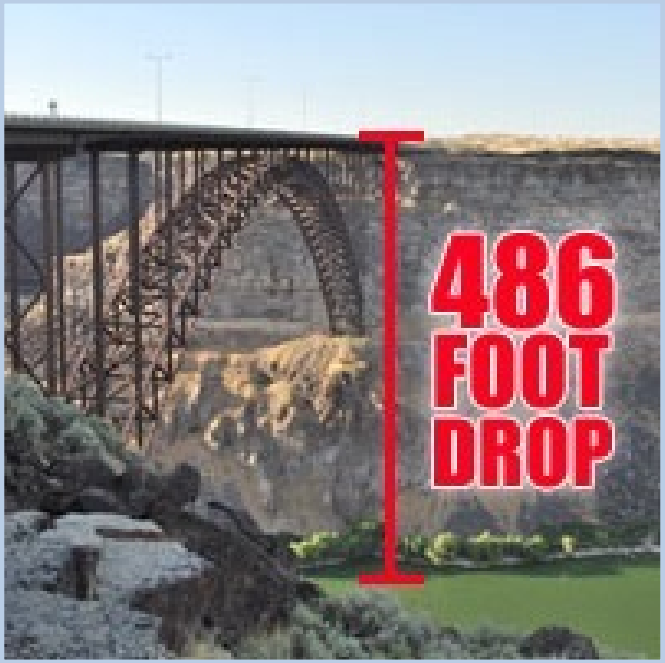
PARTNERSHIPS IN ECONOMIC DEVELOPMENT

City of Twin Falls, Idaho

Travis Rothweiler, Twin Falls City Manager, ICMA-CM
Shawn Barigar, CEO, Twin Falls Area Chamber of Commerce

TRAVIS ROTHWEILER

SHAWN BARIGAR



TELL US ABOUT YOU

Why did you choose this session? And what do you hope to get from this session?

What is your role within your organization? How many years of experience do you have in economic development?

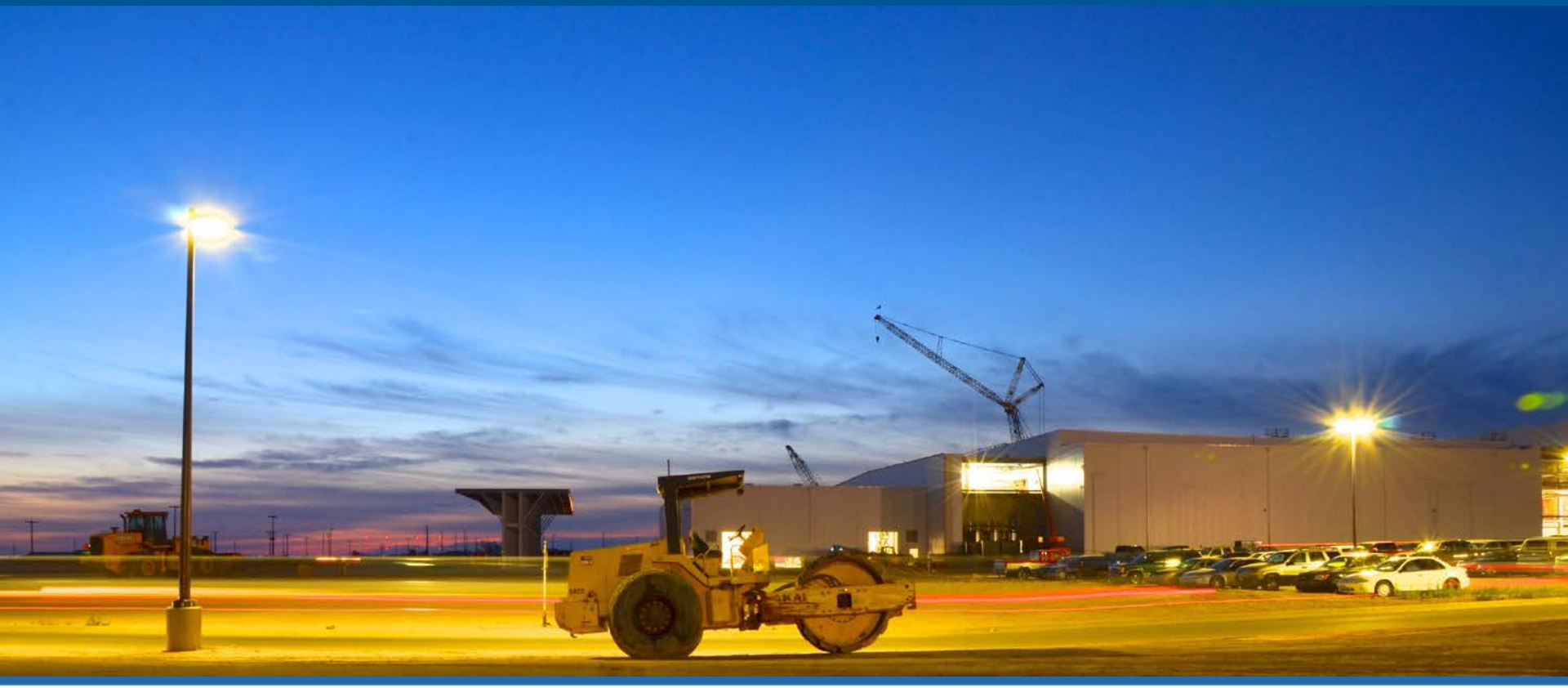
OUR STORY

Growth in spite of ourselves

Unemployment Rate 2007-2010

2011

‘Project Zorba’ marks a turning point in the City of Twin Falls’ economic development philosophy



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2012

Glanbia announces single largest capital investment in Historic Downtown

TOYOTA

2013 and 2014

SPRING OF 2016
BAR
twinfalls
on this project, visit www.clif
Architect:
babcock design group
Engineering Design:
DC ENGINEERING
ite Preparation
-hitect:
INC

2015

U.S. Department of Commerce designates Twin Falls as one of 12 new Manufacturing Communities under the *Investing in Manufacturing Communities Partnership* (IMCP) program, joining the likes of San Antonio, Pittsburgh, and Minneapolis

Healthy Community

Learning Community

Secure Community

Accessible Community

Environmental Community

Prosperous Community

Responsible Community

Internal Organization

5
Sustaining our planet
Sustaining our community
Sustaining our people
Sustaining our business
Sustaining our brands

WHAT DO YOU THINK?

What do you think are the key factors companies use to determine their next steps?

What is their process?

Site Selection Screening

McCallum Sweeney Consulting

Local Government Role

Community “Brand” and Messaging

Infrastructure – Tending the Garden

Fostering Partnerships

Request for Proposal Information

Site Visit

Negotiations

Closing the Deal

THE BUSINESS CASE HAS TO BE SOLID!

Key factors used by companies and/or site selectors:

1. Speed to market – how soon can they be up and running?
2. Stability and predictability
3. “One Voice” for the community – single point of contact and avoiding fragmentation / run-around
4. Confidentiality
5. Cultural considerations: GENUINE, HONEST, ETHICAL

WHAT HAVE WE DONE

"Ready Team" – Formalized Partnerships within the Community

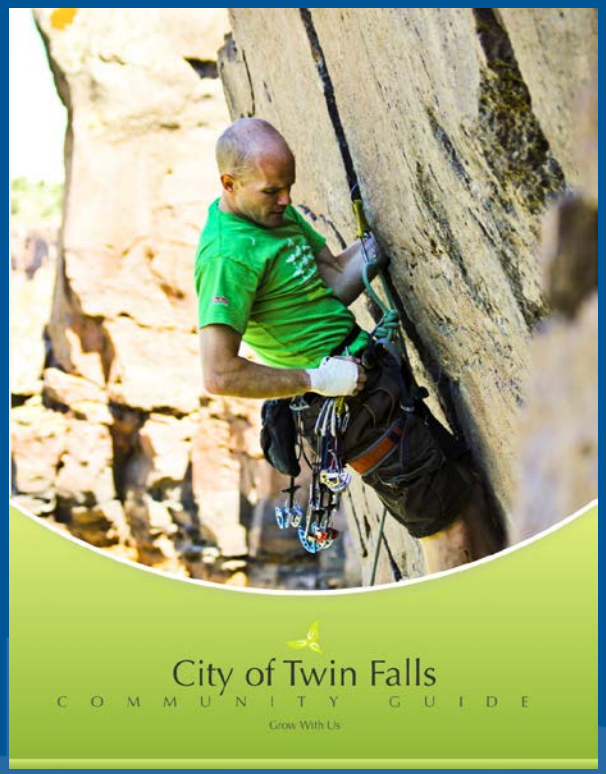
Focus on Customer Needs – whether for recruitment of new business or retention/expansion of existing business

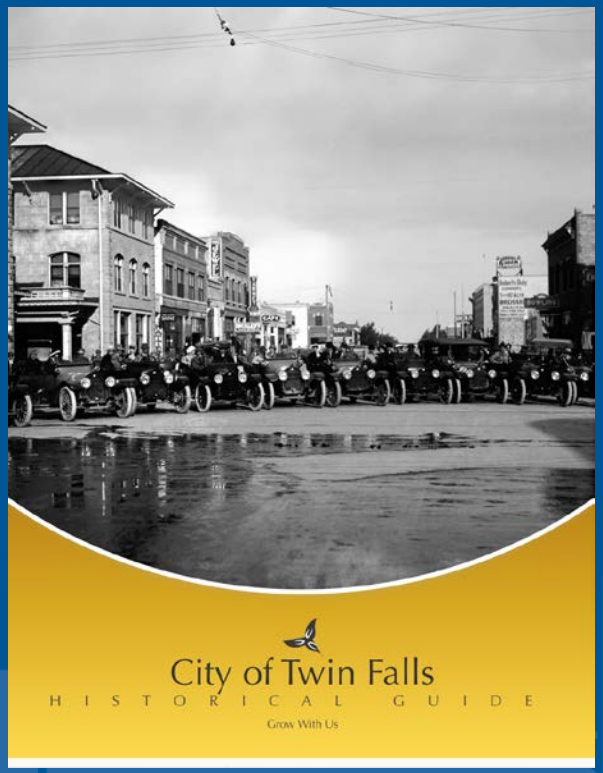
Defining who we are as a community and where we want to go

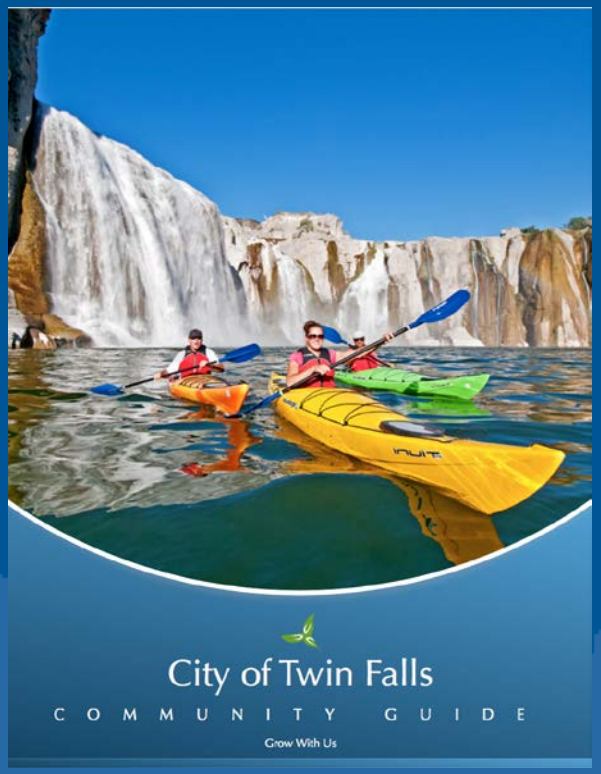
Adaptability

THINGS CHANGE

Adapting to a changing atmosphere, and being fluid in responding to client needs







Questions/Comments?

2015
SEPT 27-30
seattle
ICMA ANNUAL CONFERENCE
KING COUNTY