

IN FOCUS

SPRING 2011
2010 Annual
Report

Moving Our Valley in New Directions

The Chairs' Message



Mike Shepard



David Miller
2010
Board Chairs

New Vision made tangible strides in 2010 as we worked to strengthen our regional economy and position the Yakima Valley for economic success. Our organization pursued business development opportunities and advanced exciting new initiatives that are producing big dividends.

Business development activities continued to feel the impacts of a tough international economy.

Inquiries from expanding businesses dropped significantly compared to the volume of prospect leads the New Vision office received in 2007 and 2008. Visits from companies considering the region were also down substantially.

As a result of this challenging economic environment, our office put more emphasis on marketing the region. We took prospecting trips to Los Angeles and Vancouver, B.C. In addition, we traveled twice to meet with real estate executives who represent large corporations when they are locating new facilities. These trips, along with other ongoing marketing activities, helped us tout the region and put ourselves on the radar screen with expanding businesses and their key advisors.

Our efforts to support Yakima Valley businesses took an exciting turn as we focused on helping entrepreneurs. New Vision's inaugural business plan competition, the Enterprise Challenge, helped us identify and help over a dozen emerging businesses. It was thrilling to see companies like Tieton Farm and

Creamery and ATP Wind Turbines mature as the contest unfolded. We are confident that many of our contestants will succeed and along the way they will generate jobs and economic benefits for our communities.

We also mounted efforts to help local employers attract technical and professional employees to the Yakima Valley. Our office offered training to over 60 local residents so they could serve as ambassadors when new people move into our region. We also hosted receptions for new executives and professionals where they could learn about the Valley and meet local

leaders. And finally our lifestyle website, www.liveyakimavalley.com, continued to get better with outstanding pictures and scenic images secured through a photo contest we organized.

We discovered long ago that these local leaders are the secret ingredient behind our successes.

New Vision celebrated its twenty-fifth anniversary this year. As we reminisce about our association's activities and results we are especially proud of the teamwork borne from our efforts. Hundreds of community leaders from all parts of the Valley have impacted our business development projects and helped bring them to fruition. We discovered long ago that these local leaders are the secret ingredient behind our successes.

Thanks to your ongoing interest and support, we are excited about the region's economic future. We have weathered the current recession relatively well and your New Vision team is confident we can spur even greater economic improvement in the years ahead.



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Growing Local Business

New Vision responded to the recession by focusing on the needs of established and emerging businesses within the region. These efforts included:

➔ Professional Training for Local Businesses

New Vision worked with Impact Washington to offer courses on immigration compliance and product commercialization. We also worked with the local Counselors to America's Business (SCORE) chapter to offer seminars to small businesses.

➔ Spurring Entrepreneurial Success

The development association organized its first ever business plan contest. The "Enterprise Challenge" featured 18 contestants, over 40 judges, numerous educational seminars, a trade show, and a trip to Entrepreneur University. At the end of the three-month event our top prize winners were: Tieton Farm & Creamery, Jenny Mae's Gluten Free Bakery, and Cascade Animal Care Products. These businesses and our

other top contenders plan to add at least 20 new jobs as they grow their ventures in our Valley.



➔ Supporting Local Industry

Our office visited over 40 local manufacturers to offer our assistance and ensure that key companies are surviving the recession. As a result of this outreach we helped manufacturers secure over \$160,000 of state business and occupation tax credits.



Ruth and Lori Babcock from Tieton Farm & Creamery Win New Vision's Inaugural Business Plan Competition

In Their Words

"We appreciated New Vision's assistance as we launched Liberty Bottles. The development association helped us publicize our new company, secure state tax credits, find qualified employees, and ensure that we got off to a good start in Union Gap."

- Tim Andis, Owner Liberty Bottleworks

In Their Words

"The Enterprise Challenge made us work but it was fun too. New Vision did a great job coaching us towards success and we are poised to grow in the Yakima Valley."

- Jenny and Jeff Simmons, Owners Jenny Mae's Gluten Free Bakery



New Vision's immigration compliance workshop drew a big crowd

Attracting New Business

New Vision continued to raise the region's reputation as a business location:

➔ Marketing Trips

Staff hit the road four times in 2010 to meet with prospective companies and corporate real estate advisors. We presented our case for business with 10 company executives and nine site selection consultants.

➔ Staying in Touch with Prospects

New Vision developed and sent quarterly electronic newsletters to site selectors and Puget Sound business prospects. These quick marketing pieces highlight our region's advantages and tout our area's assets for expanding companies.

➔ Responding Quickly and Professionally

The development association office sent tailored responses to 32 expanding companies that were interested in Yakima County for new facilities. Many of these companies are still evaluating their options and at least two of these firms visited the Yakima Valley on fact-finding tours.



New Vision's website, www.ycda.com, helps anchor efforts to attract new industry

2010 Highlights

- ★ Responded to 32 companies interested in Yakima County
- ★ Hosted four companies on site visits
- ★ Made 19 calls on companies and site selectors

Attracting New People

Our office worked with local employers to help them fill technical and professional positions at their facilities:

➔ Training Newcomer Ambassadors

New Vision oriented 60 local civic and business leaders to serve as helpers when new people move into the region.

➔ Organizing Welcome Receptions

The development association hosted 40+ new residents at meet and greet sessions in the Upper and Lower Valley.

➔ Photo Contest

New Vision staged a photo contest and used the winning pictures to enhance our talent attraction website, www.liveyakimavalley.com

➔ Seattle Met Magazine Insert

We worked with other community partners to sponsor an insert touting our Yakima Valley lifestyle in Seattle Met magazine.



In Their Words

"...just a quick note to let you know how much I appreciated the newcomers reception last night. It was so much more than I was expecting and everyone was incredibly gracious and welcoming. The information presented was really valuable and I feel I have many resources at my fingertips now."

**- Sara Williamson, Chief Nursing Officer
Yakima Regional Hospital**



Accountability and Leadership

The New Vision Board of Directors is responsible for the implementation and evaluation of program initiatives. Board members represent large and small stakeholders from the private and public sectors.

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Plan to Attend New Vision's Annual Meeting—Wednesday March 9



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