

Proposed 2024 Strategic Plan

2024 Action Plan - Framework

Performance Objective Number	Action Plan Category	Strategic Categories
1	Business Attraction, Expansion, Retention and/or Creation	BUSINESS +
2		HOUSING & ACCOMMIDATION
3		INFRASTRUCTURE
4		WORKFORCE
5	Place Making	RECREATION
6		EVENTS
7	Training	PROFESSIONAL
8		OTHER
9	Organizational	MEMBERSHIP
10		FINANCIAL
11		ORGANIZATIONAL

Strategic Plan - Business Attraction, Creation, Expansion & Retention

	Potential Strategy	Potential Tactics/Projects	Priority/ Weight (3=Hi)	Potential Targets
1	Attract & recruit specific/ focused relocation leads	Food & Beverage services Small professional offices Outdoor recreation startups	3	New/existing restaurants/brands Professional, MM, PE, VCs, etc. Ski, bike, etc.
2	Support Dept Commerce Initiatives	Respond to RFPs as needed Rural Idaho Economic Impact project	2	Smaller low-infrastructure co's Input on state strategy
3	Solicit & draft Idaho incentive/other grant applications	Tax Reimbursement Incentive (TRI) Property Tax Exemption (PTE) Advantage, STEP & other	3	Global restaurants, SUN FBO 2, etc Mixed Use, Gannett & Ekles PUD's
4	Regular outreach to local businesses and organizations	Meetings & phone calls Succession planning	3	Commerce 75 list, minority business Aging business owners
5	Provide access to external funding sources	SBA program applications BBB grant applications Other agency applications Local grant applications	3	RIVDA loan candidates Seminars & grant support IWDC, Launch, other grant programs
6	Community education & advocacy	Prepare periodic economic analyses Publish membership newsletters Advocate on critical business issues	3	Adhoc topics & '23 Profiles Monthly issuance Regultry issues, LOT, new technology

Strategic Plan - Housing/Accommodation & Infrastructure

	Potential Strategy	Potential Tactics/Projects	Priority/ Weight (3=Hi)	Potential Targets
1	Community Education & Advocacy	Workforce demand/delivery analysis Multi-family projects & PUDs consulting Regulatory policy change evaluation Increase/ access WF supply incentives	3	Tracking & reporting Gannett & Ekles Ranch, other Residency, density, other zoning advoc Comp Plan rewrites & alignment Property Tax Exemption utilization
2	Increase Accessible Rental Options	Long-term rental incentive policies Short Term Rental market analysis	2	Rent rates, residency restrictions Support ST>LT rental conversion
3	Expand Accommodation & Lodging Options	Hotel projects Support WR Tourism & Lodging Coalitions	2	Marriott, Harriman advocacy ExCo participation & data analysis
4	Expand Sustainability Infrastructure	Sustainability Committee participation Identify & share grant opportunities	2	Support lead organization efforts
5	Improve Transportation Systems	Increase SUN access & capabilities Improve Commuting/Public Transit	1	Support lead organization efforts

Strategic Plan - Workforce

	Potential Strategy	Potential Tactics/Projects	Priority/ Weight (3=Hi)	Potential Targets
1	Improve Vocational Pathways	Leverage TPM® infrastructure Grow Vocational boot camps Build Apprenticeship programs	3	Update business talent needs analysis Expand pilots & add new skill sectors Resort operations & hospitality
2	Expand Childcare Options	Increase existing capacity Develop new capacity Improve educational content <5yo	2	Support lead organization efforts
3	Attract Talent	Quality of Place marketing Remote worker engagement Corporate event leverage	1	New QOP metrics & campaign Friends & family, trailing spouses, etc Enhance experiences & exposure
4	Community Education & Advocacy	ID Launch program improvements Labor statistics analysis	1	Change In-demand job/other deficiencies Analyze workforce & wage gaps

Strategic Plan - Place Making

	Potential Strategy	Potential Tactics/Projects	Priority/ Weight (3=Hi)	Potential Targets
1	Improve recreational assets & opportunities	Grow Sun Valley Culinary Institute Forest health projects participation Develop new RV parks	3	Grow endowment & earned income Private land match applications Fire insurance coverage advocacy Parcel advocacy
2	Improve economic impact of events	Conduct 3+ SVED Roundtables Alpine World Cup Finals	3	Remote work,vocational+other topic Conduct EIA Participate in Organizing Committee
3	Community Education & Advocacy	Grow social media program Conduct EIAs for local organizations		LinkedIn re-posts Music, Trailing, Comm School, etc

Strategic Plan - Organizational

	Potential Strategy	Potential Tactics/Projects	Priority/ Weight (3=Hi)	Potential Targets
1	Improve SVED team skills & influence	Increased IEDA engagement RIVDA Loan Board participation	2	Participate in Legislative committee Conduct SBA regional loan reviews
2	Expand Membership roster	Improve member value proposition Sustain participating membership Broadcast SVED successes Engage board directly in fundraising	3	Adjust membership benefits Achieve 75 business outreach target Leverage ROI methodology Industry-based outreach
3	Maintain/improve Financial Performance	Optimize P&L performance Secure additional grants	3	Positive overall P&L IWDC/other program admin. fees
4	Optimize organizational Structure	Evaluate collaboration alternatives Refresh Board Access additional work capacity Develop ED succession plan	3	Other NFPs Diversity & new skills Board volunteers, interns, other Prepare candidate list & transitn pln