

**REQUEST FOR QUALIFICATIONS (RFQ)
FOR
PROFESSIONAL SERVICES
Marketing Consultant**

1. INTRODUCTION

The intent of this REQUEST FOR QUALIFICATIONS is to obtain a qualified person, firm, or corporation, hereafter referred to as "Respondent," to provide professional services to work with the Northwest Intermountain Manufacturers Association to develop a marketing plan for the trade association and its membership. The deliverables shall include preparation of a defined scope of work and a delineated joint action plan with the NIMA organization, the development of research tools, over sight of the data gathering process, synthesis of the data and a written report, and the completion of a written marketing plan.

The Northwest Intermountain Manufacturers Association (hereafter referred to as "NIMA"), in collaboration with Lewis County, Idaho and the Clearwater Economic Development Association of Idaho, is soliciting written qualifications from interested Respondents for these professional services. NIMA is a trade association of small and mid-size manufacturers whose place of business is in the boundaries of Lewis, Idaho, Clearwater, Latah, and Nez Perce counties of the State of Idaho and of Asotin, Garfield, Whitman, and Columbia counties of the State of Washington.

To be eligible for consideration, the Respondent must be capable of supplying the services as noted herein, and must also meet all other criteria outlined in this Request for Qualifications.

2. INQUIRIES AND CORRECTIONS

All inquiries relating to this request shall be addressed to:

Christine Frei, Executive Director
Clearwater Economic Development Association (CEDA)
1626 6th Avenue North
Lewiston, ID 83501
(208) 746-0015
clfrei@lewiston.com

If a Respondent submitting qualifications finds discrepancies in or omissions from the Request for Qualifications (RFQ) or should require additional clarification of any part thereof, a written request for interpretation may be submitted. Any interpretation of, or change made to the RFQ, will be made by written addendum to each interested party, and shall become part of the request for any contract awarded. NIMA will not be responsible for the accuracy of any oral explanations. All inquiries shall be made in writing and all responses will be provided in writing, with copies being sent to all Respondents. To be given consideration, inquiries must be received at least five (5)

calendar days prior to the date established for the opening of the qualifications. It shall be the responsibility of each Respondent to verify that every addendum has been received prior to submitting proposals.

3. SUBMITTAL DATE & LOCATION

All responses must be received by the Clearwater Economic Development Association (CEDA), 1626 6th Avenue North, Lewiston, ID 83501, (208) 746-0015 prior to **1:00 PM, Friday, May 22, 2009**. Responses must be submitted in a sealed envelope plainly marked "REQUEST FOR QUALIFICATIONS - PROFESSIONAL SERVICES/NIMA Marketing Project".

4. LATE AND TELEGRAPHIC RESPONSES

Late proposals will not be accepted under any circumstance, and any response so received shall be returned to the Respondent unopened. In addition, telegraphic and/or proposals sent by electronic devices are not acceptable and will be rejected upon receipt. Respondents will be expected to allow adequate time for delivery of responses. Sole responsibility rests with the Respondent to see that their response is received on time.

5. CONDITIONS OF RESPONSE SUBMITTAL

All Respondents shall comply with all conditions, requirements, and specifications contained herein; any departure will constitute sufficient cause for rejection of the response.

The response must be signed by a duly authorized official of the Respondent submitting the proposal.

No response will be accepted from any Respondent that is in arrears for any obligation to NIMA, or that otherwise may be deemed irresponsible or unresponsive by NIMA.

The successful Respondent shall be prohibited from assigning or subcontracting the whole or any part of the contract without the prior written consent of NIMA.

The successful Respondent and its employees will operate as an independent contractor and will not be considered an employee or employees of NIMA.

NIMA reserves the right to negotiate an agreement based on fair and reasonable compensation for the scope of work and services proposed. NIMA also reserves the right to reject any and all responses or any part thereof. The right is reserved to waive any formalities or informalities contained in any response, and to award the project to the most responsive and responsible Respondent as deemed in the best interest of the project.

NIMA will not return responses, or other information supplied to NIMA, to Respondents.

6. EVALUATION OF RESPONSES

All responses will be evaluated by the NIMA Marketing Oversight Committee appointed by NIMA Board of Directors. Responses will be evaluated on the basis of the Evaluation Criteria noted herein. The Oversight Committee reserves the right to “short list” and interview prospective Respondents on the basis of the responses received. During the interview and evaluation process, NIMA reserves the right to request additional information or clarifications from Respondents; or to allow corrections of errors or omissions. The qualified Respondent selected for the award will be chosen on the basis of the apparent greatest benefit to NIMA, and not necessarily on the basis of the lowest price. Unsuccessful Respondents will be notified as soon as possible.

7. CONTENT OF QUALIFICATION PROPOSAL AND EVALUATION CRITERIA

Respondents are asked to submit a letter of qualifications that addresses each of the following criteria.

- A. Educational background and qualifications. *The Respondent shall include a list of those individuals who will be working on the project either as employees/principals of the Respondent, and the names of subcontractor entities (should NIMA consent) who will work on the project under the supervision of the respondent. For employees/principles/subcontractors of the Respondent, a brief statement of individual education, professional registrations, areas and years of relevant experience is required as well as a brief list of representative clients. (30%)*
- B. Breadth of Services. *List and explain the types of services you offer and to what extent these services can be provided; (30%)*
- C. Direct Project Experience. *Provide an explanation of the services provided to other entities that demonstrate the company and/or consultant's capabilities. Be sure to include references for each project (name of company, company contact, mailing address, phone number, and email address.) (40%)*

8. RESPONSE ELEMENTS AND FORMAT

Responses to this RFQ shall be comprised of a Letter and attachments.

The letter narrative shall:

- State the name, address, and telephone number of the Respondent, and must bear the signature of the person having the authority to bind the Respondent in a formal contract with NIMA.
- Identify by sub-headings each of the evaluating criteria;

- Use 12 pt. type, single spacing with double spacing between paragraphs;
- Not exceed five (5) pages; and
- Be addressed to:
Christine Frei, Executive Director
Clearwater Economic Development Association (CEDA)
1626 6th Avenue North
Lewiston, ID 83501

Attachments shall:

- Not exceed ten (10) pages) and may include:
 - Resume of the consultant that will work directly with the project (1-2 pages);
 - Company brochure;
 - Support letters (not to exceed three letters);
 - Any other documents that may be pertinent to this RFQ.

Please provide seven (7) copies of the proposal.

9. SCOPE OF WORK OF THE PROJECT

This project is being funded by three sources: the US Department of Commerce Economic Development Association Technical Assistance Grant Program; the Idaho Department of Commerce GEM Grant Program; and donated contributions from Avista Corporation. The scope of work of this project is summarized in the GEM Grant Application & Contract that comprises Attachment A.

10. REIMBURSEMENTS FOR PROPOSAL COSTS

There is no expressed or implied obligation on behalf of NIMA to reimburse the selected Respondent for any expenses incurred in responding to this RFQ or in attending an interview in response to this Request for Qualifications.

11. FUNDING LIMITATIONS

Funding for this project is limited to funding sources supporting this project and will not exceed \$20,000.

12. INDEMNIFICATION

The selected Respondent agrees to indemnify and hold harmless NIMA, the Oversight Committee, and its officers and its employees, from and against all liability, claims, demands, and expenses, including court costs and attorney fees, on account of any injury, loss, or damage, which may arise out of or are in any manner connected with the work to be performed, if such injury, loss, or damage is caused in whole or in part by, or is claimed to be caused in whole or in part by, the negligent act or omission, error, professional error, mistake, accident, or other fault

of the selected Respondent, subcontractor of the selected Respondent, or any officer, employee, or agent of the selected respondent.

13. ESTIMATED TIMELINE FOR PROJECT

Release Request for Qualifications – May 6, 2009

Deadline for Qualification Responses – May 22, 2009

Evaluation of Proposals by Oversight Committee – May 26, 2009

Approval and Award of Bid to Qualified Respondent – May 26, 2009

Approval of Project Contract – May 29, 2009

Completion of Project – November 30, 2009

**IDAHO DEPARTMENT OF COMMERCE
IDAHO GEM GRANT CONTRACT**

GRANT CONTRACT#: IGG 09-II-08

COMMUNITY: Lewis County

This contract is made and entered between the Idaho Department Commerce, herein after called the DEPARTMENT, and Lewis County herein after called the GRANTEE.

TERMS AND CONDITIONS

Article I - Period of Performance and Grant Amounts

The project work to be completed hereunder shall be accomplished from the effective date of March 27, 2009 and shall continue up to and including project closeout.

Article II - General Conditions

The GRANTEE shall adhere to the Idaho Gem Grant Administrative Rules IDAPA 09.02.04. Both parties shall additionally adhere to statutes and regulations of the State of Idaho. Execution of this contract by the GRANTEE serves as an acknowledgement that they are familiar with all statutes, rules, regulations, and guidelines noted in this paragraph.

Article III - Grant Amount

The maximum amount of Idaho Gem Grant (IGG) assistance hereby awarded is \$20,000. The GRANTEE and their project partners hereby agree to provide \$30,000 in the form of local match (i.e., local, state, private or other allowed federal contributions) for the purposes of completing this project. In the event that costs exceed the total dollars budgeted for the project, the GRANTEE and their project partners shall be responsible for finding the additional funds. The DEPARTMENT will not provide additional grant funds to pay cost overruns. The GRANTEE shall adhere to the budget as outlined in Attachment A, unless otherwise amended. IGG funds cannot be shifted to new activities. Up to 10% of IGG funds may be shifted between approved activities without an amendment to the Scope of Work and Budget.

Article IV -Work Performance

The project activities to be accomplished under the conditions of this contract are outlined in the Scope of Work, as described in Attachment B.

Article V - Payments

The GRANTEE may periodically request grant funds up to 100% of the value of work performed for all items in the IGG budget. If the DEPARTMENT is satisfied with the request, the DEPARTMENT will pay the IGG amount requested within thirty (30) days of the receipt of the request.

The GRANTEE shall certify that all work that is billed to the DEPARTMENT is complete at the time of the billing. The GRANTEE shall be responsible for any discrepancy or error in billing or documentation.

Article VI - Financial and Progress Reports

In the performance of this contract, the GRANTEE shall keep books, records, and accounts of all activities related to the provisions of this contract. On each interim request for funds submitted to the DEPARTMENT, the GRANTEE shall certify the information is true and correct based upon the GRANTEE'S official accounting records. The GRANTEE shall submit interim performance report with each request for IGG funds. This interim report shall include a cover letter from the chief elected official stating the progress to date and the total amount of Idaho Gem Grant funds requested for reimbursement, a completed copy of the IDAHO GEM GRANT REQUEST FOR REIMBURSEMENT form found in the latest revision of the Idaho Gem Grant Handbook, copies of invoices, and documentation that a quorum of the GRANTEE's elected governing body have reviewed and approved the invoices for reimbursement. Additional project documentation may be required and stipulated in the special conditions section of ATTACHMENT B of this contract.

Article VII - Amendments

The DEPARTMENT may amend this contract on its own initiative or at the request of the GRANTEE to reflect changes in the Scope of Work, Design or Budget of the project. Such changes shall be mutually agreed upon, and evidenced by a written contract amendment. In no case shall the nature or purpose of the project be amended from what was generally described in the application and was the basis for selection of the project except as provided in the IGG Administrative Rules IDAPA 09.02.04. No changes in Scope of Work, costs or services shall be effective until approved in a written contract amendment signed by both parties. The Department reserves the right to require review and approval of the Grantee's elected governing body of any contract amendments proposed by the Grantee's chief elected official.

Article VIII - Accountability & Monitoring

The DEPARTMENT may monitor and make periodic inspections and evaluations of the project and all its books and records pertaining to the project. The GRANTEE shall make available to the DEPARTMENT the books and records during regular working hours. These books and records shall be maintained for at least three (3) years following close-out of the project.

Each GRANTEE that provides a portion of their IGG Grant in any fiscal year to a subgrantee, such as a special district or a non-profit organization, shall require the subgrantee to meet all of the requirements governing these funds. The GRANTEE shall be responsible for monitoring any subgrantee for compliance with all state laws and regulations.

Article IX - Termination

The DEPARTMENT shall have the right to terminate this contract in whole or in part, at any time before the date of completion, whenever it is determined the GRANTEE has failed to comply with the conditions of the contract, or funding for the IGG program is reduced or eliminated. The DEPARTMENT shall promptly notify the GRANTEE in writing of the determination and the reasons for the termination and the effective date.

The DEPARTMENT may cancel this Grant at any time with or without cause upon thirty (30) days written notice to the GRANTEE specifying the effective date of the termination. The DEPARTMENT and the GRANTEE will coordinate the orderly termination of work, transfer of work, and payment for work completed under the Grant. The GRANTEE shall not undertake any work without first obtaining approval of the DEPARTMENT.

Article X - Special Warranty

Other than the Grant award, the GRANTEE warrants that nothing of monetary value has been given, promised or implied as remuneration for entering into this contract. The GRANTEE further declares no improper personal, political or social activities have been used or attempted in an effort to influence the outcome of the competition, discussion or negotiation leading to the award of this contract.

Article XI - Relationship of Contracting Parties

The contracting parties agree that no employer-employee relationship is established between the DEPARTMENT and the GRANTEE by the terms of this contract. The GRANTEE further indemnifies the State of Idaho and the DEPARTMENT and holds them harmless against any and all suits, actions, claims or losses of every kind, nature, and description, including costs, expenses, and attorney fees, that may be incurred by reason of any act or omission, neglect or misconduct of the GRANTEE that may arise out of this agreement on its performance.

Article XII - Conflict of Interest

No official or employee of the GRANTEE or the DEPARTMENT shall have any direct or indirect financial interest in the project.

Article XIII - Match Expenditures

Match expenditures must be in accordance with the specific rules, regulations, and instructions pertaining to match expenditures, contained in the Idaho Gem Grant Handbook and the Administrative Rules.

Article XIV - Non-Allowable Costs

Idaho Gem Grant funds shall not be used for payroll costs for city, county, development corporations or other community agencies; or the construction, rehabilitation or operation of schools, general government facilities, jails or state

facilities; administrative costs, political activities, and religious activities, facilities, and programs.

Article XV - Recognition of Funding Source

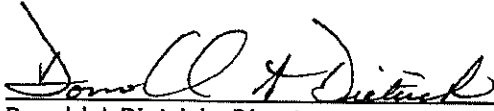
An Idaho Gem Grant funds this contract in whole. All activities funded by the Idaho Gem Grant program shall credit the program per section 36 IGG rules.

Article XVI - Liaison

The GRANTEE shall submit all requests for funds, correspondence, and narrative progress reports to the following address:

Idaho Commerce
IGG Grant Program
P.O. Box 83720
Boise, ID 83720-0093

APPROVED:



Donald A Dietrich, Director
Idaho Department of Commerce

3-31-09
Date



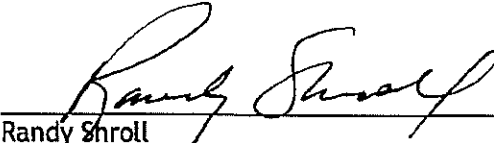
Honorable Charles Doty
Chair, Lewis County Commission

3-26-09
Date

Federal Tax Identification Number 82-6000307

For Internal Use of the Department

Reviewed and Approved



Randy Shroll
Program Manager
Business & Economic Development

3-18-09
Date



Lisa Robbins
Program Manager
Fiscal

3-18-09
Date

**Attachment A
Idaho Gem Grant
PROJECT BUDGET**

Applicant (or Grantee): Lewis County

Project No: IGG 09-II-08

Project: Northern Intermountain Marketing Association Markeing Plan

LINE ITEMS	AMOUNTS					
	IGG	Local Cash	EDA			Total
Professional Services	\$20,000	\$0	\$25,000			\$45,000
Printing	\$0	\$0	\$0			\$0
Project Administration	\$0	\$5,000	\$0			\$5,000
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
Total Costs**	\$20,000	\$5,000	\$25,000	\$0	\$0	\$50,000

Remarks: Local cash originates from a variety of sources (cities, county and private sector)

**ATTACHMENT B
SCOPE OF WORK
IGG 09-IV-08**

I. Project Description -

This grant will help support the creation and implementation of a marketing plan for the Northern Intermountain Manufacturing Association (NIMA).

II. Project Schedule -

IGG Contract Signed	March, 2009
Project Start	March, 2009
Project Complete	November, 2009
Project Completed - IGG Closeout	March, 2010

III. Project Outcomes -

According to the project sponsors the NIMA marketing strategy will promote economic development by increasing the collaboration amongst the region's manufacturing firms.

IV. Special Conditions -

Recognition - The grantee will ensure that the Idaho Department of Commerce is acknowledged on printed materials and or other items produced from this grant.



Lewis County

COMMISSIONERS:

Charles E Doty, Chairman
Carroll A. Keith, Member
Don Davis, Member

510 Oak St., Rm #1
Nezperce, Idaho 83543-5065
Phone: (208) 937-2661
Fax: (208) 937-9234

December 18, 2008

Mr. Jerry Miller
Idaho Department of Commerce
PO Box 83720
Boise ID 83720-0093

RE: Lewis County, Gem Grant Application
Northwest Intermountain Manufacturers' Association

Dear Mr. Miller:

The County of Lewis respectfully submits this application for a \$25,000 Gem Grant to assist the NIMA organization in developing a marketing strategy and written plan. Clearwater Economic Development Association (CEDA) is submitting to EDA a grant application for \$50,000 for a total of \$75,000 to achieve the next step following the Needs Assessment, which was completed just this month. The Needs Assessment was a collaborative effort of Idaho Department of Commerce and the US Department of Commerce Economic Development Administration and is included as an attachment to the GEM Grant application. Information from this assessment will be used to move this project forward at its current momentum.

The strategy and plan will assist in externally and internally marketing manufacturers within the region resulting in increased business opportunities, improved communication and collaboration, increased manufacturer profits, increased regional tax base, and an improved workforce pool for manufacturing. In addition, the grant will be used to improve the existing manufacturer webs site and list serves as well as the development of professional marketing materials.

NIMA, which has been in existence since 2000, currently serves over 140 small to mid-size manufacturers in North Central Idaho. Together, these manufacturers employ 5000 people. A strong and sustainable manufacturing consortium with an effective marketing strategy will support a culture of living wage jobs in our area.

Lewis County is requesting \$25,000 to match CEDA's EDA grant application of \$50,000 to complete the previously discussed marketing strategy. Careful consideration of this GEM Grant application is greatly appreciated.

Respectfully Submitted,

A handwritten signature in dark ink, appearing to read "Charles Doty", written in a cursive style.

Charles Doty, Chair
Lewis County Commissioner

TABLE OF CONTENTS

Community/Organizational Description	--	--	--	--	--3
Project Need	--	--	--	--	--3
Project Scope	--	--	--	--	--5
Project Planning	--	--	--	--	--5
Economic Impact	--	--	--	--	--6
Sustainability	--	--	--	--	--6
Project Administration	--	--	--	--	--6
Project Budget	--	--	--	--	--6
Recognition	--	--	--	--	--7
Work Plan	--	--	--	--	--7
Time Line	--	--	--	--	--7

ATTACHMENTS

Region II Map/Lewis County
Letter to EDA with Signatures
Resolution – Lewis County
NIMA Cash Commitment
NIMA Project Support and Signatures
CEDA Letter of Support
NIMA/CEDA Memorandum of Agreement

COMMUNITY/NIMA ORGANIZATION DESCRIPTION

Lewis County, one of five counties that make up Idaho's Region II (see attached map), is located in north-central Idaho. Travelers will reach Lewis County on one of two federal highways: Seventy-two East on Highway 12 from Lewiston, along the Clearwater River or Highway 95, the only Idaho highway that connects North and South Idaho. In fact, the county seat, City of Nezperce, is a crossroads for State Highways 62, 64, and 162. Lewis County ranks fortieth among Idaho counties in population and forty-first in area with acreage totaling 306,624. Only 2.6 percent of its land is federally owned, the least of any State-of-Idaho county. Agriculture and forest and wood products manufacturing are important to the local economy, and government provides nearly half the non-farm wage and salary employment. Major employers include the Idaho Department of Lands, City of Kamiah, Highland and Nezperce Joint school districts, *Hillco Technologies, Inc. which employs 30 people and is the largest private employer in the County*, Kamiah Mills, Lewis & Clark RV Park, Lewis County government and the U.S. Forest Service. While the annual average total civilian employment in the county increased 10.9 percent from 1996 to 2006, economic conditions have rapidly deteriorated. The entire timber-related industries have been affected by the housing market crisis, and while some of the lumber mills are located in surrounding counties their decline has affected many people in Lewis County. Three Rivers Timber, Inc., which employs 90 people, is on an indefinite layoff status; Bennett Lumber in Grangeville has moved to a four day work week and they have eliminated seven positions; Tri-Pro in Orofino is shut down until the first week in January (possibly later); and a portion of Empire Lumber in Weippe burned down in October and is operating with a skeleton crew until they rebuild. Manufacturing is a growing sector in Lewis County and provides the largest average wage at \$30,174 in 2007.

Northwest Intermountain Manufacturers' Association's (NIMA) purpose is to form informal partnerships to continuously improve manufacturing operations, address manufacturing issues and concerns, foster employee development, modernize technology, support industry, higher education, vocational technical schools, public schools, and localized communities in a cooperative effort to recruit and to cultivate quality students for the future manufacturing workforce. The association has a six-member Board of Directors and enjoys a manufacturing business membership of 201 with roughly 5000 employees, has an adopted set of bylaws, and holds regular meetings. Since 2006, NIMA has employed an Executive Director.

Initially, the manufacturers formed a collaborative because of one primary commonality, North Idaho small manufacturers were not only spread out geographically, they were also located far from their customer base. This isolation made it difficult for them to access the resources they needed to improve their businesses and to grow. Their relatively small size limited their ability to promote themselves to prospective customers. It was felt then (2000) that businesses that form associations to promote their common interests will create a critical mass that allows members to access resources unavailable to them individually. The group realized that an association of small manufacturers can not only create growth and business opportunities among its members, it also can market itself as a source of products and resources provided by the members to markets outside this region.

PROJECT NEED—Background

This economic region has chronically high unemployment rates in the rural counties and underemployment throughout. According to the Idaho Department of Labor the represented counties in north central Idaho combined have an unemployment rate higher than the state average. As an example of the region's high unemployment rate, in November 2008 Clearwater County had an unemployment rate of 15.5% and Idaho County had an unemployment rate of 10.1%. In November 2007 the counties had unemployment rates of 7% and 5.4% respectively.

According to the most recent Idaho Department of Labor figures the average Per Capita Income in this region is \$27,470 which is considerably lower than the national average of \$36,714 and lower than the State of Idaho average of \$29,920 per capita income. Four of the five counties represented have per capita incomes well below the state and national averages.

The Nez Perce Tribe's Indian Reservation is located within the geographic region that this project will serve. The Nez Perce Tribe is a federally recognized tribe. The reservation tribal labor force consistently runs unemployment levels of over 20%.

Due to its rural nature and more than a decade of a declining timber industry the whole geographic region has had a difficult time building the manufacturing industry and promoting it as a viable employment sector. This is in spite of the fact that the manufacturing industry has identified huge potential for growth.

There are over 140 manufacturers in the North Central Idaho region. The industry includes manufacturers in wood products and paper, metal and fabricated metal, machinery manufacturing, and transportation manufacturing.

The Clearwater Economic Development Association's Comprehensive Economic Development Strategy for 2004 – 2009 Diversification of the Region II economy lists "Manufacturing" as a critical regional industry. As of today, an effective marketing plan to promote this industry does not exist.

In 2007, CEDA partnered with NIMA to complete a needs assessment of the manufacturing industry in north central Idaho and Southeast Washington. As an outcome, leadership involved in the needs project determined that the most significant step to strengthen the rural manufacturing and employment sector would be to develop a quality internal and external industry marketing strategy. The project identified the following specific industry needs:

- A quality work force
- An increased customer base
- Specialized training and information for manufacturers
- Health Insurance and product liability insurance
- Collaboration and communication
- Marketing and Education on the industry
- Access to funding

CEDA is submitting an EDA Technical Assistance grant application (**\$50,000**) to develop a written plan to market regional manufacturers and the NIMA organization. It will assist NIMA in improving the existing manufacturer web sites, list serves, and the development of professional marketing materials. NIMA is contributing **\$5,000** to be used for Grants Administration. This project will use the information garnered from the NIMA Needs Assessment (Collaborative Association of manufacturers and Work Force Interest of North Central Idaho & Southeast Washington report sent to IDOC just this month) that was completed this month with the assistance of the US Department of Commerce Economic Development Administration and the Idaho Department of Commerce. The Needs Assessment portion of the report appears on pages 14 – 22. This GEM Grant application (**\$25,000**) will be used as cash match for the EDA Technical Assistance grant application. **The total project cost is \$80,000.**

In these current economic times, now is the time to grow our regional competitiveness.

PROJECT SCOPE

CEDA, with NIMA's concurrence, will enter into an agreement with a qualified firm to create and carry out an industry specific "marketing" plan and strategy to promote and enhance "manufacturing" in the region.

1. Develop a marketing plan and strategy that will:
 - Increase the visibility of manufacturing as a viable employment sector
 - Strategize solutions to develop a quality labor supply for the industry
 - Market the manufacturing industry to job seekers
 - Markets regionally manufactured products, and enhance opportunity for production.
2. Market the Northwest Intermountain Manufacturer's Association (NIMA) as the regional entity to broaden the knowledge base of manufactures regarding applied technologies, products and expertise available to manufacturing businesses by:
 - Marketing the advantages of a collective advocacy for manufacturers, product development, labor supply, education, wages, and industry needs,
 - Increasing collaboration and strengthen opportunity to purchases raw materials and share industry expertise,
 - Strengthening the capacity of the area manufacturers association to coordinate local, state, and national organizations and institutions to work cooperatively with private industry in undertaking the task of creating a foundation to promote the development of a critical industry in the region.
3. Market the manufacturing industry to customers by:
 - Creating an industry-specific web site
 - Creating industry-specific promotional materials and
 - Creating and implementing a strategy to maintain an effective "list serve."

The marketing plan will provide a strategy, which will provide guiding structure for NIMA to accomplish specific industry goals such as:

- Market the industry as a future workforce opportunity,
- Improve Business Sustainability,
- Foster business opportunities, communication and collaboration,
- Work within educational institutions to impact future industry workforce development.

Project deliverables:

- A written plan that provides a strategy for marketing regional manufacturers and for marketing the NIMA organization (leading to organizational sustainability)
- Improved manufacturing web site and list serves
- Promotional materials

PROJECT PLANNING

It is through the efforts of the NIMA group, CEDA, and the long-standing support of the funding agencies involved that NIMA is finally in a position to apply for this grant. The marketing strategy will be developed and written by NIMA Board of Directors and Staff with the assistance of private contractors. CEDA will administer both the EDA and the GEM grants. CEDA has submitted an application for an EDA grant for the amount of \$50,000. NIMA has committed \$5,000 in cash match to support the project. (See Project Budget below.)

ECONOMIC IMPACT

This project will contribute directly to marketing of Lewis County manufacturers, making up 10% of non-farm payroll jobs in 2007 as well as the rest of the NIMA membership. Marketing of the industry sector was identified by the Needs Assessment as a high priority for the NIMA group. In doing so, the strategy and plan will assist in marketing manufacturers within the region resulting in increased business opportunities, improved communication and collaboration, increased manufacturer profits, increased regional tax base, and an improved workforce pool for manufacturing. In addition, the grant will be used to improve the existing manufacturer web sites and list serves, and the development of professional marketing materials.

SUSTAINABILITY

Under the umbrella of the Clearwater Economic Development Association, the NIMA organization will contract to do the "on-the-ground work" that is needed to develop and implement this project. The NIMA director, Mr. Dave Bonfield is well-known and respected throughout the manufacturing industry.

NIMA is an established non-profit organization dedicated and committed to the well-being and improvement of the manufacturing industry in the region through a well-developed marketing strategy. The collaborative groundwork has been initiated by NIMA to make this project work.

PROJECT ADMINISTRATION

When funded, this project will be administered through Lewis County. CEDA has agreed to provide grant administrative services to Lewis County. A formal resolution has been adopted by Lewis County designating CEDA as the grant administrator (see attached resolution). It is understood that the grant is a cost reimbursement grant and the NIMA organization will need to work with CEDA and Lewis County to provide documentation and report information for request of funds and project closeout.

PROJECT BUDGET

NIMA Marketing Strategy Budget:	GEM Grant	EDA- Technical Assistance Grant	Local Cash - NIMA	TOTAL:
Professional Services				
Marketing Strategy Oversight Consult	\$10,000			\$10,000
Marketing Strategy Coordination, Development & Written Plan		\$50,000		\$50,000
Website/List Serve Development/Capabilities Matrix	\$7,500			\$7,500
Promotional Material Development	\$2,500			\$2,500
Printing	\$5,000			\$5,000
Grant Administration			\$5,000	\$5,000
TOTAL:	\$ 25,000.00	\$ 50,000.00	\$ 5,000.00	\$ 80,000.00

The GEM Grant portion of this project shall be matched with the \$50,000 EDA Technical Assistance Grant. Because the applications for the EDA Grant and the Idaho GEM Grant are being submitted simultaneously, a copy of the EDA award letter will be forwarded when received by CEDA. NIMA is committed to contributing \$5,000 to the project.

RECOGNITION

The Idaho GEM Grant Program will be acknowledged by:

- Articles submitted to the Lewis County Herald, Lewiston Morning Tribune, Idaho County Free Press, and the Moscow Daily News
- Article in the *Northwest Intermountain Manufacturers' Association newsletter*, and
- Clearwater Economic Development Association's Director's Quarterly and Annual reports.

WORK PLAN

NAME	ORGANIZATION	TASKS
Tim Rubio/Rachel R. Stocking	CEDA – 208.746.0015	Grant Coordination, Grant Administration
Charles Doty, Chair	Lewis County Commission 208.937.9213	Responsible--Grant requirements
Dave Bonfield	NIMA Executive Director 208.746.0015	Responsible for project implementation

TIME LINE/PROJECT SCHEDULE

ACTIVITY	RESPONSIBLE PERSON/ENTITY	START DATE (MONTH/YEAR)	COMPLETION DATE (MONTH/YEAR)
Secure EDA Grant	Tim Rubio/CEDA	December 2008	January 2009
Complete GEM application	Rachel Stocking/ CEDA	December 2008	December 2008
Complete Contractor Contracting	NIMA Board of Directors	April 2009	May 2009
Draft Plan	NIMA Board of Directors	August 2009	October 2009
Final Plan Approved	NIMA Board of Directors	October 2009	December 2009
Complete Grant Reporting Requirements	CEDA, Lewis County, NIMA	Throughout Process	December 2010

