

Campaign 2013-2015

May 2013

Dear Partners:

Our April Board of Directors meeting was held April 25, 2013. Highlights include:

- **Cash in the bank of \$173,000** with \$75,000 of that earmarked for our 2013 commitment to the Southern Idaho Economic Development Organization (SIEDO). SIEDO depends on our support to market our region and recruit new businesses to the area.
- **Jan Rogers, Executive Director of SIEDO**, informed us that the recent recruitment of Chobani brought 600+ new jobs, but it also was responsible for the creation of 2,000+ construction jobs! Rogers noted that SIEDO is funded in three parts: (1) by CSI, (2) by the communities it serves, and (3) by private investment funds raised by Business Plus' efforts. Business Plus funds make up SIEDO's marketing budget and are vital to its success.
- **Representative Steve Hartgen** provided an update from the Legislature and answered questions regarding HB315 and HB100.
- **A special thanks to the INL for their very generous \$18,500 investment for 2013!** They truly believe in economic development for the betterment of all Southern Idaho!
- We discussed the need for both Jerome and Twin Falls communities to pass their **wastewater bonds** - from an economic development standpoint! **Elections will be held on May 21st!**

How Much?

We are often asked *how much* as in "*How much should our business invest in Business Plus?*" We do not have guidelines based on number of employees or amount of revenue, but rather we leave it to the individual business to determine the amount that they feel they can contribute to the future of our region. And, we understand that this amount may change from year to year.

With this in mind, we have decided to reflect the levels of support with descriptions: *Platinum, Gold, Silver, Bronze and Community*. A list of our 2013 investors and their level of support (based on annual investments) is listed below. Take a look and see where you think your business fits!

We hope you have a great month!

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Mission Statement:

Business Plus, Inc. (BP) is a regional non-profit made up of forward-thinking private businesses with the goal of creating wealth through creating jobs in the Magic Valley. To support this goal BP helps finance the marketing efforts of the Southern Idaho Economic Development Organization (SIEDO) in its recruitment of new companies to the region and BP provides direct funding to companies that bring wealth (jobs) to the region. [For more information about SIEDO, click here!](#)

Current Investors!

Platinum (\$10,000-\$25,000)

D.L. Evans Bank
First Federal
Idaho National Lab (INL)

Gold (\$5,000-\$9,999)

Idaho Power
Project Mutual Telephone (PMT)
St. Luke's Magic Valley
ZIONS Bank

Silver (\$2,500-\$4,999)

Boise, Inc.
Farmers National Bank
Intermountain Gas
Mr. Gas
St. Luke's Jerome
Stevens Pierce & Associates CPAs
US Bank
Watkins Distributing
WOW Logistics

Bronze \$1,000-\$2,499

Allstate Insurance – Neil Christensen
American Real Estate and Appraisal
Cassia Regional (IHC)
Clear Springs
Eastern Idaho Railroad
Farm Bureau Insurance
Gossner Foods, Inc.
K & T Steel
Land Title & Escrow
Magic Valley Distributing
Neuhoff Communications (KMVT)
Prudential Idaho Homes
Starr Corporation
Titlefact, Inc.
Westfall & Westfall CPAs
Wills, Inc.

Community \$100-\$999

Alliance Title & Escrow
I.T. Technologies
New Leaf Properties

Five things you should know about Business Plus!

1. Leaders

Business Plus is made up of forward-thinking business leaders who raise private dollars to support economic development. Our leaders understand the importance of planning ahead and being aligned with others region to support the economic development community.

2. History

Business Plus just celebrated its 25th year. For the past 10 years Business Plus has supported SIEDO and adopted a Regional focus. The Region includes Cassia, Gooding, Jerome, Lincoln, Minidoka and Twin Falls Counties.

3. Board of Directors

Business Plus currently has fifteen members on its Board representing the investors of the region. We are looking for new board members to serve next year for a three year term. Please consider serving on our Board!

4. Two Goals

Business Plus has two main goals: (1) to raise funds for the support of SIEDO, and (2) to raise funds for direct grants to entice new companies to relocate to the region. Recent grants include: Rite Stuff Foods, Hilex Poly, Gossner Foods, Everton Mattress, Les Schwab Tires, Dutchmen, Kodiak Northwest, High Desert Milk, DOT Industries, and Chobani Greek Yogurt.

5. 2013-2015 Campaign

Business Plus just launched its 2013-2015 Campaign with the goal to raise \$1M and partner with 250 businesses. We are currently at 27% of this goal financially. ***We need your support!***