

# What We Do: A Look Inside Jerome 20/20

Economic developers are often asked what exactly it is they do. For Jerome 20/20, it comes down to helping build a healthy, resilient local economy by attracting new businesses and supporting the ones already here. Strong employers pay the taxes that fund schools, roads, fire, and police, and they



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provide steady jobs that support families and strengthen our quality of life. By investing in our workforce and in the overall vitality of our community, Jerome 20/20 creates greater wealth and opportunity for everyone and helps ensure the entire community can grow and thrive.

## Marketing the Community

A major part of economic development is making sure the community is both visible and appealing to the right audiences. Today's businesses can locate almost anywhere, and they will only consider Jerome if they know about it and understand what sets it apart. That means promoting Jerome not only as a strong place to do business, thanks to its strategic location at the crossroads of Highway 93 and I-84, its partnership with CSI's workforce and academic programs, its strong work ethic, and prime development sites with a solid infrastructure, but also as a wonderful place to live. Jerome's small-town feel, friendly neighborhoods, good schools, and access to some of southern Idaho's best outdoor recreation are all part of the story. Working closely with the City of Jerome, Jerome County, and the communities of Eden and Hazelton, Jerome 20/20 helps make sure growth is well-planned, balanced, and in line with the region's goals and the region rises to the top when businesses begin their search.

## How Jerome 20/20 Reaches Businesses

Finding companies that are a good match for Jerome takes steady, purposeful outreach. Jerome 20/20 uses a mix of tools- website promotion, recruitment trips, trade shows, industry conferences, marketing materials, and public relations- to keep the community in front of businesses exploring new locations.

This work relies on understanding industry trends, knowing which sectors fit Jerome's strengths, and using market research and void analyses to spot new opportunities for businesses of all sizes. Jerome 20/20 also responds to Requests for Information from the State of Idaho, regional economic development organizations, and professional site selectors to provide clear, accurate information and works to align company needs with available land, infrastructure, and workforce.

## What Happens After a Company Shows Interest

Once a project moves beyond the initial inquiry, Jerome 20/20 works hand-in-hand with the inquiring businesses and local leaders to guide the next steps. This includes coordinating site visits, connecting companies with landowners and realtors, and helping them understand any needed infrastructure upgrades for water, wastewater, power, gas, or broadband. Jerome 20/20 also helps companies who to contact at the City or County with zoning and permitting questions, guides them as they explore local and state incentive programs, and connects them with workforce training partners. As projects move into construction and opening phases, the organization helps celebrate milestones and promotes new investments that benefit the community.

## Business Retention and Expansion

Supporting the businesses already rooted in the community is just as important as recruiting new ones. Jerome 20/20 stays in close contact with local employers to learn what's working well and where challenges may be developing and then helps them navigate any resources as needed. And when a business is ready to expand, Jerome 20/20 helps them navigate the same steps used for new projects. This kind of steady support helps local employers stay competitive and keeps good jobs and investment right here in Jerome.

## Small Business Support

Small businesses and entrepreneurs play a vital role in the strength and character of a community. They create wealth not only for themselves, but also for the people they employ and for the local economy. Beyond the

economic impact, growing local businesses contribute new tax revenue, support civic groups, help diversify the economy, and add energy and life to neighborhoods and downtown areas.

Jerome 20/20 builds relationships with entrepreneurs and connects them with the partners who can help them open and thrive, such as the College of Southern Idaho, the Jerome Chamber of Commerce, and the Idaho Small Business Development Center. By offering guidance, resources, and connections, they help ensure that local entrepreneurs have a clear path forward and a strong foundation for long-term success.

### **Community Building and Placemaking**

Community building and placemaking are also central to economic development, because strong communities attract strong businesses. This work includes supporting downtown revitalization efforts, public art, and Main Street-style initiatives that strengthen local pride and create inviting spaces. It also involves offering professional development opportunities, bringing in speakers, and helping identify and address issues that affect Jerome's long-term growth, such as workforce availability, housing, infrastructure, and responsible stewardship of community resources. Economic developers advocate for Jerome at the state and regional levels, build relationships with partners and grant writers, and work to ensure the community has the tools, investments, and quality of life needed to stay vibrant and competitive.

### **Community Building and Placemaking**

Jerome 20/20 also contributes to the broader quality-of-life projects that make a community feel whole. This includes downtown revitalization efforts, public art, and Main Street-style activities that bring people together and build local pride. It also involves offering professional development opportunities such as workshops, programs, and speakers, and helps to identify and address issues that affect Jerome's long-term growth, such as workforce availability, housing, infrastructure, and responsible stewardship of community resources. Jerome 20/20 represents the community at state and regional tables, builds relationships with grant writers and resource partners, and works to ensure Jerome has the investment, infrastructure, and support it needs for the future.

### **Closing**

Economic development may happen behind the scenes, but its impact is felt in nearly every corner of the community. Whether helping a major employer break ground, guiding an entrepreneur through the early stages of opening a business, or supporting projects that make Jerome a better place to live, Jerome 20/20 is working every day to strengthen the local economy and support the people who call this area home. Jerome's future is full of promise, and with strong partnerships and steady, community-centered leadership, that future looks brighter every year.