Best Practices Case Study: The I90 Aero Expo & Conference

Create an Industry Conference
Build a Strong Partnership
► Find Common Ground (with “A” partner)
► Identify all other Partners
► Make it Happen
Why do this?

The Aerospace/Aviation Industry
Why? Industry Strength

- Aero in Puget Sound: Supports 1500 companies; 100,000 direct jobs; 272,000 indirect jobs; $70B in direct revenue
- Key OEM’s in Puget Sound: Boeing, Esterline, Honeywell, SpaceX, others
- Globally compete with UK, France, TX, CA and FL
Why? Regional Strength

- Spokane/CdA Combined MSA Region
- All Manufacturing
  - 20,600 jobs; Ave: $63,689
- Aero-only (170 companies)
  - 1500+ jobs; Ave: $72,900
- Key employers: Triumph, Altek, AeroLEDs, PKG, AccraFab, Aerocet, Eclipse, Empire, Kaiser, Aero9, Unitech, ATC
Why? Case for the Region

- Already strong industry sector
- Great Logistics
  - I90, 4.5 hours
- Lower Capital/Operating Costs
- Excellent Workforce/Talent
- We’ll meet “time to market”
Find Common Ground

- Combine Forces - Strength in #s
- Localize the Supply Chain
- Provide B2B Networking and Partnership Opportunities
- Increase Talent/Workforce

History
- INWAC and IDA 2016 Leadership
- INEA/INP ED Regional Organizations
Identify Partners

Who’s the main partner, other partners?
MAIN Partners

- INWAC
- IDAA
- CdA EDC
Other Key Partners

Regional Partners

- GSI
- Spokane Airport
- NIC
- Idaho Labor
- TechHelp
- Private Biz
Other Partners

Economic Development Team

- Biz
- Real Estate
- Education
- K-12
- Chambers
- County
- URD
- Labor
- City
- Gov LG
- COM
- Other Partners
- Economic Development Team
- Other Partners
- Economic Development Team
Make it Happen

Keep your eye on the “ball”
Logistics

- Assign a group leader or two
- Divide the work based on each organization’s strengths
- Recruit help from all sectors. Spread the load. Lots of unexpected.
- Conferences don’t just happen!
Make it happen ...

- Find a Venue
- Website
- Lots of Logistics
- Exhibitors
- Sponsors
- Attendees
- EVENT
Success Stories

Combine Forces - Strength in #s
Conference Specific

- $15K Fundraiser for INWAC ($10K)
  - Target for 2019: $20K

- 2016 to 2018: 120-150-180;
  - Target for 2019: 200+; 100 non-exhibitors or sponsors

- 2018: 50 Exhibitors; 30 Sponsors
  - Target for 2019: 50 +50

- Adding MT in 2019
In general ...

- **Stronger Businesses, More Jobs**
  Growth in existing, new & expanding companies

- **More Economic Diversity; More Stability**

- **Capital Investment = Taxes**
  For economic infrastructure improvements (road, paths, schools, fire/police, etc.) from new taxes

- **Stronger Communities; Stronger Region**
Success Stories

Localize the Supply Chain
Localize Supply Chain

- Awareness of each other’s companies
  - In-person or online introductions
- Matchmaking with OEMS and 1ST Tier Suppliers
- Leads: 2 Aero Expansions from outside of area; 3 Local Expansions
  - Workforce from local colleges
Success Stories

B2B Networking
B2B Networking/Leads

- MRO (Maintenance Repair Operations) supply chain panels
- B2B Matchmaking with OEM’s: Boeing, Aerocet, Tamarack, Esterline, PKG, Space X
Other Industry Partnerships

- Great Northern Corridor Council
- State Line Project
- Health Services/Industry
- Information Technology Industry
Success Stories

Talent/Workforce
Talent/Workforce

- Aerospace Center of Excellence - NIC
- Student Night - Draw Interest/Create Talent
- NIC/Spokane Colleges - Increased awareness of industry talent needs
- Prospective Employee/Business Connections
- TechHelp Partnership - ID/WA
What we can do

Build More Industry Partnerships
What we can do?

- Identify other industry cluster strengths
- Build more regional industry partnerships
- Create awareness of regional industry strengths
Save the Date

SAVE THE DATE
1-90 Aerospace Corridor Conference & Expo

MAY 28TH - 29TH, 2019
THE COEUR D'ALENE RESORT Cda, Idaho

- Learn from aerospace & aviation leaders
- Network with industry peers
- Exhibit in the expo
- Participate in B2B meetings

Email us at 190aerospacencorridor@cdauic.org or visit our event website at 190aerospacencorridor.org for more information

CdA EDC
Thank you!

- Gynii Abracosa Gilliam
- CdAEDC - Coeur d’Alene Area Economic Development Corporation
- gynii@cdaedc.org
- P 208.667.4753
- C 208.756.7889
- www.cdaedc.org