

WealthWorks Working





The Clearwater Economic Development District

**SERVING THE FIVE COUNTIES OF NORTH
CENTRAL IDAHO**

Our Eight Capitals

| Strong Capitals | Medium Capitals | Weak Capitals |
|-----------------------------|------------------------|----------------------|
| 5 Strong Capitals | Built | Social |
| Individual and Intellectual | Financial | |
| Cultural | | |
| Natural | | |
| Political | | |

Our Value Chain

| People | Demand | Anchors |
|--|---|-------------------------------|
| Seven winemakers, five with their own vineyard | Knew Current Demand | Tasting Rooms and Restaurants |
| Two higher ed institutes in immediate area | Tourism Was Growing | Wine Tour Operators |
| Local Distributing Companies | Increased Media Attention | Strong Tourism Connection |
| Partners such as CEDA | Increased Cruise Boat Passengers in Tasting Rooms | Distributors |
| Peers in Walla Walla AVA | | Higher Education |



Our Favorite Word Is Co-opitition
Competitors that Cooprate for the Good of Industry

The Good and the Bad But Always the Best





Make WealthWorks Work for Your Region

- We have used some form of WealthWorks in our support of our manufacturing and tourism industries.
- Determine what elements of WealthWorks would apply to your efforts.
- Reach out to NADO, they are WealthWorks gurus





Thank you for
letting me share
my passion for
WealthWorks!

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