

Valley County Annual Situation Statement October 2023

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*special thanks to Diane Isaak for editing support

University of Idaho Extension offices create an annual county situation statement to understand and access secondary data to make sure we understand and are serving the most recent demographic and economic trends in the region. The UI Extension offices also utilize a local advisory council to ensure local programs meet relevant community needs.

University of Idaho Vision and Mission

Vision - University of Idaho Extension: Leaders in building a thriving, prosperous, healthy Idaho.

Mission – University of Idaho Extension improves people’s lives by engaging the university and our communities through research-based education. Our areas of expertise are Agriculture, Community Development, Family and Consumer Sciences, Natural Resources and Youth Development.



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Idaho Indicators, Valley County

IDAHO

Valley County Profile

University of Idaho Extension

Population	Number	Percent	Rank*
Total population 2020	11,792	--	28
Population change 2010-2020	1,930	19.6	5
Race 2020			
White	11,319	96.0	6
African-American	52	0.4	37
Native American	138	1.2	31
Asian & Pacific Islander	76	0.6	37
Two or more races	207	1.8	35
Hispanic (may be any race) 2020	570	4.8	33
Age 2020			
Under 18 years old	2,100	17.8	40
18-64 years old	6,520	55.3	22
65 years and older	3,172	26.9	8
Median age (years)	49.1	--	8

Employment	Number	Percent	Rank*
Unemployment rate 2020	--	7.9	5
Self-employment rate 2020	2,432	34.1	15
Average wage per job 2020	\$42,593	--	18
Total jobs 2021	7,727	100.0	23
Employment by industry:			
Farm	117	1.5	39
Forestry, fishing & mining	--	--	--
Construction	866	11.2	5
Manufacturing	123	1.6	40
Retail & wholesale trade	1,026	13.3	15
Transportation & utilities	--	--	--
Finance, insur., & real estate	846	10.9	3
Health care & social assist.	549	7.1	19
Other services	--	--	--
Government	1,000	12.9	29
Change in # of jobs 2010-2020	955	15.5	15

Poverty & Income	Number	Percent	Rank*
People in poverty:			
Total 2020	1,013	8.7	36
Children 2020	234	11.3	35
Elderly 2015-2019 avg.	271	9.3	12
Income:			
Median household income 2020	\$65,541	--	12
Per capita income 2020	\$52,298	--	8

Education	Number	Percent	Rank*
Population age 25+ 2015-2019 avg.	8,520	100.0	--
No high school diploma	460	5.4	41
High school diploma or equiv.	2,272	26.7	36
Some college, no degree	2,583	30.3	5
Associate degree	617	7.2	37
Bachelor's degree	1,684	19.8	7
Graduate/professional degree	904	10.6	6

Health	Number	Percent	Rank*
Physicians/1,000 people 2013	1.9	--	6
Infant deaths/1,000 births 2019	0.0	--	44
No health insur. (age 0-64) 2019	1,163	13.8	27

Housing	Number	Percent	Rank*
Total housing units 2020	12,189	--	13
Change in # of units 2010-2020	400	3.4	22

NOTE: For definitions, view individual indicators at Indicators Idaho: <http://www.indicatorsidaho.org>

* Shaded values for Idaho's 44 counties are ranked: "1" is the highest value and "44" is the lowest.

Profile source: <http://www.indicatorsidaho.org>

Profile printed: October 17, 2023.

Trends Statement, Valley County

EXTENSION TRENDS: **VALLEY COUNTY**

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2022 By the Numbers

- 2,987 direct contacts
- 1,987 youth participants
- 34 volunteers
- 1,884 volunteer hours

Our Advisory Council

Special thanks to our volunteers who help shape programming and inform the work we do for UI Extension in Valley County:

Pat Duncan, Sandy Dingman, Steve Anderson, Shauna Arnold, Delta James, Sherry Maupin, Karla Eitel, Lindsey Harris, and Patsy Kelly.

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2022 Impact

Community development efforts included the formation of a Cascade Placemaking Committee to implement the Cascade Arts Walk funded by UI Extension. This project received an award from the Idaho chapter of the American Planning Association for Public Outreach. Educator Melissa Hamilton has continued involvement with the Peer Learning Network (PLN). The PLN gathers virtually each month, allowing participants more rapid solution finding to community issues. The PLN is part of the WeCAN network organized by UI Extension Specialist Lorie Higgins. In 2022, the PLN and a virtual community boot camp program were offered in Idaho, Montana and Wyoming. In 2022, Hamilton was an invited panelist for the Western Governors Association and a webinar with the Rural Development Institute.

Twelve participants took the Idaho Master Gardener class in 2022. Master Gardeners volunteered in the community through plant clinics, community garden steering committee leadership and the implementation of a drip irrigation system at the McCall High School Garden. Two farm tours were offered, one focused on poultry and the other on yak and cattle production.

4-H in Valley County

4-H Coordinator Alysson Statz hired and supervised two part-time staff and two seasonal 4-H AmeriCorps volunteers and generated learning materials, managed program promotion and coordinated logistics and delivery methods for ARPA grant implementation. Valley County 4-H offered a wide variety of club projects in addition to programs delivered at day camps, summer camps and afterschool programs for youth ages 5-18. In addition to the livestock 4-H program, sewing and cooking, healthy living, and STEM activities such as 3D printing and small drone programs were offered. In 2022, a total of 352 students were impacted by the delivery of 4-H programs. Community partners helped implement programming and the ARPA grant has expanded the reach and exposure to 4-H youth development programs with increased enrollment in 4-H clubs and Short-Term Enrollment (STEP) programs. Broadening its offerings has shown significant results as the total program enrollment grew 33% from 2019-20 and 32% from 2020-21. The 4-H Ambassador program, Know Your Government and district youth opportunities continue to be shared with local youth. Three virtual programs were developed for the U and I Together family learning series. AmeriCorps afterschool youth programs continued to be offered in partnership with the Donnelly Library.

On the Horizon

In 2023, Hamilton will continue to implement the second year of the Cascade Arts Walk placemaking project with Horizons' and the City of Cascade. She will convene people interested in community gardens in McCall to discover opportunities and will conduct a virtual listening session to gather stakeholder feedback on Extension programs in Valley and Adams counties. Hamilton will conduct a ripple mapping assessment in partnership with the Valley County Opioid Response Project to help evaluate their progress toward grant implementation. She will wrap up the bike and pedestrian counts project in partnership with the Cascade Mobility Team and the City of Cascade. Horticulture workshops and presentations will be held, including fire-wise gardening, native bees, Victory Garden Series and mushroom cultivation with the Advanced Idaho Master Gardeners. Master Gardeners will also provide monthly plant clinics to help residents answer questions about their gardens and properties.

Valley County at a Glance, Existing Conditions

- Geography
- Fire Risk
- Population and Demographics
- Medical Services
- Schools and Educational Opportunities
- Agriculture

Geography

Valley County is the fifth largest county by land in Idaho. The county is 3,670 square miles and lays in the mountainous heartland of the West Central Mountains of Idaho. Valley County provides some of the most spectacular scenery found anywhere in Idaho. Smith's Ferry is the southernmost residential region of the county and approximately 60 miles north of Boise. There are three incorporated cities: Cascade, the county seat, Donnelly, and McCall. The unincorporated areas include Lake Fork, Yellow Pine, and Smiths Ferry. Valley County consists of 2,389,430 acres. Of the total acres in Valley County, 85.9% is federal (31.5% national wilderness), 11.2% private, and 2.8% state.

Fire Risk

Valley County has a significant amount of forest lands that are prone to annual forest fires. Every community in Valley County is a wildland urban interface (WUI) or known as a WUI community. This means that all our towns are at an increased risk for impact from forest fires. It is the responsibility of homeowners, cities, and forest managers to have best practices when maintaining landscapes. The homeowner can create a defensible space around their home to prevent damage in a fire event. Citizens can reach out to the UI Extension Office to learn about classes and resources available to make the best choices for property management. There is also a Valley County Fire Wise Working Group that can be accessed through Facebook. Cities can work with private property owners to offer land management incentive programs for identified high-impact areas to be firewise. Through public and private firewise stewardship efforts, the region will be better positioned in the face of an emergency. Firewise buffer zones around the towns in the region are important corridors to identify and manage proactivity before there is a fire event. Counties and cities need to have disaster plans in place in case a community or individual resident in the county needs to be responsive to an emergency event. Learn more about the Valley County plan here: [Valley County, Multi-jurisdictional Hazard Mitigation Plan](#).

According to Headwaters Economics, the area highlighted in Blue is at increased risk in the case of a fire event because of the following parameters including age demographics (senior population 65+), population with no health insurance, no tree canopy, properties with flood risk, and areas on 500-year floodplain).



Figure 1. The digital atlas of Idaho.
<https://digitalatlas.cose.isu.edu/counties/valley/valley.htm>

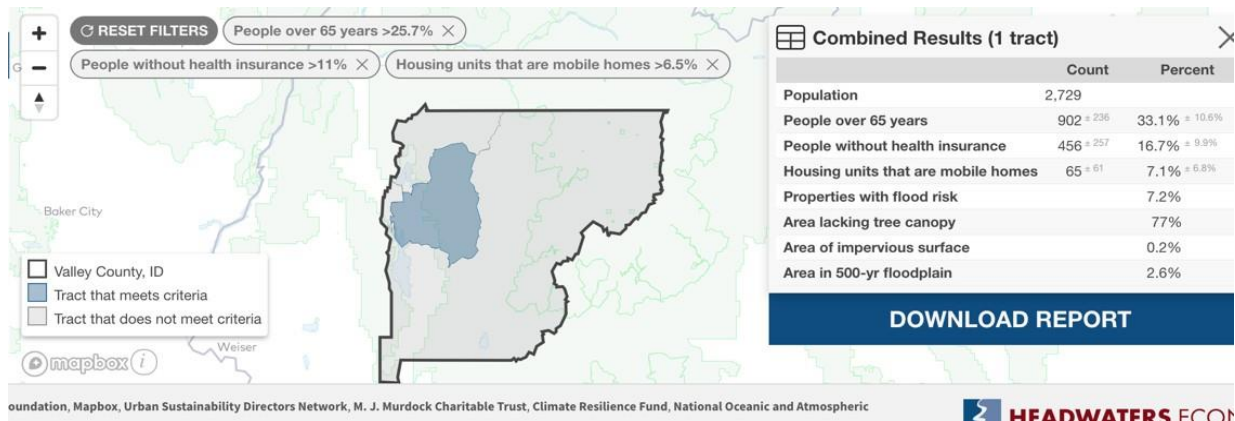


Figure 2. Headwaters economics, neighborhoods at risk, referenced on October 20, 2022. <https://digitalatlas.cose.isu.edu/counties/valley/valley.htm>

Population and Demographics

The total population of this area is 12,464 with a 27% growth rate between 2010 and 2022. Demographics for the county include: 96% of the population declaring ethnicity as white, 1.2% Native American, 0.4% African American, 0.6% Asian and Pacific Islander, and 4.8% Hispanic.

Population Growth is an important factor to consider when studying a region. Population growth can be affected by the number of deaths, births, and in-and-out migration to an area. Our region is experiencing growth primarily through domestic migration (92%).

The median age in Valley County is 49. The female-to-male ratio is roughly the same in all age brackets with the highest proportion of single females in the demographic of 65+. Valley County is composed of 55% of the population between the ages of 18-64, 27% 65+, and 18% youth. We rank as the 8th highest county in the state for an aging population.

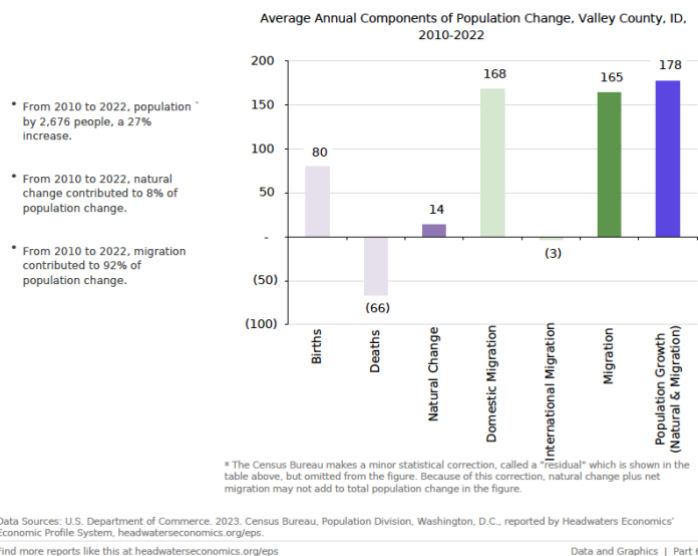


Figure 3. Headwaters Economics. Socioeconomic Trends Profile, Referenced October 21, 2023. <https://headwaterseconomics.org/apps/economic-profile-system/16085>

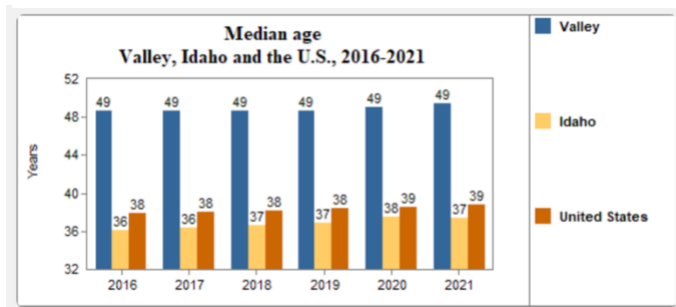


Figure 4. Idaho Indicators, Population characteristics Median Age, Referenced October 21, 2023. <http://indicatorsidaho.org/DrawRegion.aspx?RegionID=16085&IndicatorID=100012>

Medical Services

Valley County is rated the top 6 in the state for access to physicians with 1.9 physicians per every 1,000 people (Idaho Indicators). There are two hospitals in the county. St. Luke’s Hospital in McCall offers Emergency Services, General Surgery, Orthopedic Surgery, Wound Healing Center, Nephrology Clinic, Internal Medicine, Integrative Medicine, and the Payette Lakes Family Medicine. The Cascade Medical Center, located in Cascade is a smaller hospital and offers Acute Care, Behavioral Health, Emergency Care Services, Laboratory & X-ray, Long-Term Care, and Physical Therapy. St. Luke’s recently expanded its campus and now has increased capacity. Cascade Medical Center recently hired community health coaches (2023) and is currently working on plans for expansion.

Based on Idaho Department of Labor projections, this sector is expected to grow by 37% by year 2025. With Valley County already attracting retirees to the area, planning to meet the needs of this aging population will retain residents and continue to attract this demographic to the region.

Schools and Educational Opportunities

Valley County has two school districts, the Cascade School District, and the McCall-Donnelly School District. There are five schools under the McCall-Donnelly district including, Barbara R. Morgan Elementary School, Donnelly Elementary School, Payette Lakes Middle School, Heartland High School, and the McCall-Donnelly High School. The Cascade district includes the elementary, middle, and high school. There are also independent schools and homeschool groups dispersed throughout the county. Outdoor School at Camp Tamarack are serving residents in the region too. Each community has access to daycares; however, pre-schools are not available in each community, and daycare options are limited. A new addition to the inventory of preschool options includes the McCall Donnelly School District preschool. This school primarily serves the school staff; however, any available spots are filled by the public.

Free and Reduced Lunch

The free and reduced lunch rate in a school district can give perspective on the percentage of the youth population that is vulnerable and experiencing poverty. Currently, 11% of youth in Valley County are experiencing poverty.

Percent eligible for free or reduced-price school lunch												
	2011 2012	2012 2013	2013 2014	2014 2015	2015 2016	2016 2017	2017 2018	2018 2019	2019 2020	2020 2021	2021 2022	2022 2023
Cascade School District 422	49.8	48.4	50.4	54.6	55.3	43.6	37.1	35.7	38.7	22.2	18.2	29.2
Mccall-Donnelly School District 421	41.5	38.1	36.3	37.8	37.3	36.3	30.5	28.0	26.0	16.0	14.5	20.4

Figure 5. Idaho Indicators, Free and Reduced lunch, referenced October 21, 2023. <http://indicatorsidaho.org/DrawRegion.aspx?RegionID=16085&IndicatorID=24>

Economic Opportunity and Education

It is important for the future economic wealth of the county (and the country), to identify barriers to education and help residents achieve technical training, higher education, and opportunities for life-long learning. There are several opportunities for continuing education in Valley County. The WCM Economic Development Council is working towards increasing the apprenticeship (in partnership with ID Department of Labor) and created an [online learning portals](#) for residents in Valley County.

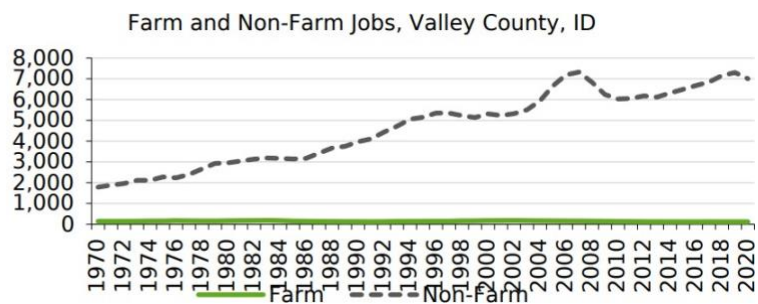
McCall College offers advanced technical training and non-accredited coursework. Valley County has two colleges from the University of Idaho present including the McCall Outdoor Science School in the College of Natural Resources and the University of Idaho Extension Office in the College of Agricultural and Life Sciences, UI Extension office. The McCall Outdoor Science School offers advanced degrees and attracts students nationally. The UI Extension Office currently offers practical research-based education to meet identified community needs. The Extension office conducted statewide listening sessions in 2022-23 and feedback indicated the UI Extension office was addressing community needs through programming in community development, agriculture, horticulture, and 4-H youth development programming. More results from this statewide effort will be shared with the public soon. Virtual online degree programs are growing and the opportunity for residents to obtain a degree locally is plentiful. Both the University of Idaho, Boise State University, and Idaho State University (along with universities across the nation) are offering a growing menu of online degree opportunities.

Agriculture

Cooperative Extension Offices have and continue to be a resource for ranchers and farmers. While agriculture represents 1.5% of the sectors in Valley County the number of farms present in the region has increased by 30% in the past ten years (Idaho Indicators, Agriculture). There are 2,345,678 acres of land currently in production equaling 2.2% of land area in farms. The average farm size is 271 acres (Headwaters Economics, 2022).

USDA defines a small farm as an operation with gross cash farm income under \$250,000. Many of the farms and ranches would be considered “small farms” by this definition.

- From 1970 to 2020, farm employment shrank from 147 to 120 jobs, a 18.4 percent decrease.
- From 1970 to 2020, non-farm employment grew from 1,786 to 7,002 jobs, a 292 percent increase.



Number and Size of Farms

	Valley County, ID	United States
Number of Farms, 2017	188	2,042,220
Land in Farms (Acres), 2017	50,959	900,217,576
Average Farm Size (Acres)	271	441
Approximate Land Area (Acres)	2,345,678	2,260,681,965
Approximate Percent of Land Area in Farms	2.2%	39.8%

Figure 6. Headwaters Economics, Agriculture Profile, referenced October 21, 2023. <https://headwaterseconomics.org/apps/economic-profile-system/16085>

Economic Review

- Community Capitals Framework and Wealth Building
- Top Sectors in Valley County
- Wealth and Growth as a Region
- Housing

Overview

Since 1976 (the closing of the Boise-Cascade Mill in McCall), Valley County's average wages have historically trailed the Idaho non-metropolitan average, reflecting its subsequent dependence on a tourism-based economy with its many service-related jobs and associated low wages. Construction jobs for the development of Tamarack Resort provided wage improvements, however, post the completion of the resort the resulting wage increase from the construction trades waned. The resort's bankruptcy in 2008, along with the great recession, dramatically accelerated a return to previous growth trends. Since Tamarack's recent reinvestment and the COVID-19 recreation boom, the region has experienced renewed tourism throughout the region. Long-term steady growth can indicate a healthy economy. The region's economy is buffered by a strong non-labor income during times of economic stress. While it is evident that this area was affected by the Great Recession and then again by COVID-19, there has been overall growth in population, employment, and personal income. Moving forward post-pandemic, the county experiences a high demand for less populated rural areas rich with recreation opportunities, increased tourism, a continued trend of second home ownership, and a remote workforce moving to the region.

According to Headwaters Economics, "Growth can benefit the general population of a place, especially by providing economic opportunities, but it can also stress communities, and lead to income stratification. When considering the benefits of growth, it is important to distinguish between standard of living (such as earnings per job and per capita income) and quality of life (such as leisure time, crime rate, and sense of well-being)."

It is important to note that Valley County, ID, has a seasonal economy because of the recreation-based sector with tourism as a primary export. The seasonality of employment in this area as well as the dynamics between labor income and proprietor income are important in understanding the wealth of the region. Labor and non-labor income and per capita wealth vs. average wage are important considerations for the area. Valley County has the potential to be a community with significant stratification of income due to its desirability for second homeowners and retirees, and the growing division of the people that live here to serve the people that visit (tourists and second homeowners). Communities with income stratification are referred to as communities that have "the missing middle class", and Valley County is trending in this direction.

Community Capitals Framework and Wealth Building

- A. Community Capitals Framework
- B. Focus on Financial, Human, and Infrastructure Capital to build Wealth in the Economy

A) Community Capitals Framework

Wealth can be defined in more than one way, and it is not always financial wealth that creates quality of life. Assets or capital that a region possesses (financial, political, and physical), the

availability of resources (natural, social, and cultural) in addition to the knowledge and talent (human) – together define the future of a region. Recent research has suggested an organizational capital to this framework. Traditionally, organizational capacity has been addressed in the social capital framework.

Natural

Valley County is abundant with natural capital. The past and future growth of the area depends on the sustainable management of resource-based extraction sectors and access to natural resources demanded for recreation. The preservation and responsible resource extraction management of rivers, mountains, trails, and access are key issues to preserve as the population and demand for natural amenities grow with increased population, climate events, and tourism pressures.

Social

The most difficult capital to measure is social capital, however, it is present in each community (Cascade, Donnelly, and McCall). It is amazing to see what is possible when there are engaged residents willing to “roll up their sleeves” and help to improve their community. It is through social capital that communities can accomplish the “low-hanging fruit” and generate pride through celebrated community events.

There are efforts underway to grow and foster a regional social fabric through increased communication networks and cross-pollination of community-wide efforts. This is demonstrated by the ability of citizens to come together to act with community development projects through collaboration, coalitions, trust, and the sharing of information and resources. Through regional collaboration, social capital has grown to include all communities in the West Central Mountains challenged with similar issues. However, social capital relies on community trust and this capital takes time to build upon successes. A regional identity is important for the area to celebrate and share resources (including grant funding), rather than viewing neighboring communities as competitors. Through the focused efforts serving to build regional coalitions, the region's organizational capacity is strengthened, and a regional identity is built over time.

Financial

The county is limited in financial resources due to the rural nature, population, and tax base of the county. A grant writer position both on county and city levels is an important human capital position to strategically be successful in acquiring financial capital such as grants to support community and economic development opportunities. In addition to staffing a grant writer, a county grant manager position would help under-resourced regional coalition efforts be competitive for financial resources, acting as a liaison and coordinator for public-private partnerships opportunities. Annual support for the West Central Mountains Economic Development Council is critical in supporting future balanced growth and financial opportunities. This non-profit is essential in serving the county through being a partner and a leader in managing financial capital opportunities throughout the region.

Political

Political capital is the ability to leverage support from stakeholders in political office. The participation of local political leaders in committees on both horizontal (county-wide) and

lateral leadership opportunities (state and national), will better position our leadership to address a dynamic changing world. Increased strategic planning and scenario planning at the leadership level will help our county anticipate future demands. Valley County has started a [capital planning process](#) and is looking towards planning for the future.

Physical

Recent improvements to the Idaho State Highway 55 (road and bridge improvements) are infrastructure investments that will benefit Valley County. McCall and Cascade have received funding to improve key transportation corridors in their towns (2020-22). Cascade and McCall libraries have received financial capital to make improvements to their building. Check the city web pages to learn more about physical infrastructure improvements.

Human

Human capital is the development of knowledge and education among the public. It is developing and tapping into the talent pool of a region. There are multiple efforts and community partners contributing to human development in the region. When education is valued as a public outreach strategy, positive externalities happen such as increased entrepreneurship, employment opportunities, reduced crime rate, and increased property values. Human capital is one of many ways to address the multi-faceted issue of poverty. It also increases the quality of life of residents and offers life-long learning and growth. Recent efforts to promote local learning include the Community Educators Alliance co-marketing of programs in the public paper.

B) Focus on Financial, Human, and Infrastructure Capital to build Wealth in the Economy

All the community capitals make an impact on each other. However, four factors that increase wealth in a community are outlined below. The choices Valley County and municipalities make to maintain and/or grow the wealth of the region are tied to the financial gain or loss of businesses, the retention of money in the region, human capital development, and the maintenance or improvement of the infrastructure.

1. Import Substitution (business development)
2. Increase Exports (business development)
3. Knowledge gain and innovation (education and creative thinking)
4. Maintain and improve infrastructure (capital planning)

Financial Wealth (import substitution and exports)

1) Import Substitution:

When a region needs to buy or purchase products from outside a region, the financial capital of items purchased outside the region does not have a local multiplier effect on the local economy. When purchases are made from inside the region it is called import substitution. If businesses can purchase supplies locally rather than import from outside the region, they can strengthen the local economy. Items bought locally, support local families that usually purchase more goods and items in their local communities circulating the money around the community. The more the money passes hands locally the higher the multiplier effect for a community. This concept can be scaled up to think about country, state, or county borders. Import substitution and the multiplier effect in a

region is one way to increase the financial wealth of an area, state, or country. Buy-local campaigns are based on economic development through the import substitution and multiplier effect principles. The more you can strengthen local business connections the higher the multiplier effect of the local dollar through import substitution.

2) Increased Exports:

When a business in the region exports products, the sector is generating wealth for your region. The largest export-based sector in Valley County is tourism. Valley County is exporting the experience of visiting our region!

Human Capital

3) Increased Technology and Knowledge / Innovation:

Through education, training, and professional development the human capital of a region can be improved and has the potential to generate more wealth through the application of knowledge and technology. Innovation in adaptive or novel applications can increase efficiency and increase opportunities to gain wealth.

Infrastructure

4) Increased Infrastructure Improvements:

All infrastructure including business parks, broadband, co-worker space, maker space, libraries, cell phone service, roads, schools, electricity, sewer, bridges, etc. are ways to enhance the public good and wealth of the community. Community infrastructure provides the basic needs of businesses and households.

Top Sectors in Valley County

Valley County is rich in natural resources and has a history of mining, timber, and agriculture. These sectors are alive and well today but are not the primary industries of the area. This might change in the future with the development of the proposed Perpetua Resources Mining Company. This region has transitioned from a resource-extraction economy into a recreation-based economy, and this is reflected in the top sectors in the region including government, retail trade, services, and accommodation and food services. Many of these industries offer seasonal work and Valley County is challenged with finding year-round employment opportunities and housing stock to serve this worker population. Housing continues to bottleneck economic opportunities in the region.

Employment by Industry (since 2000)

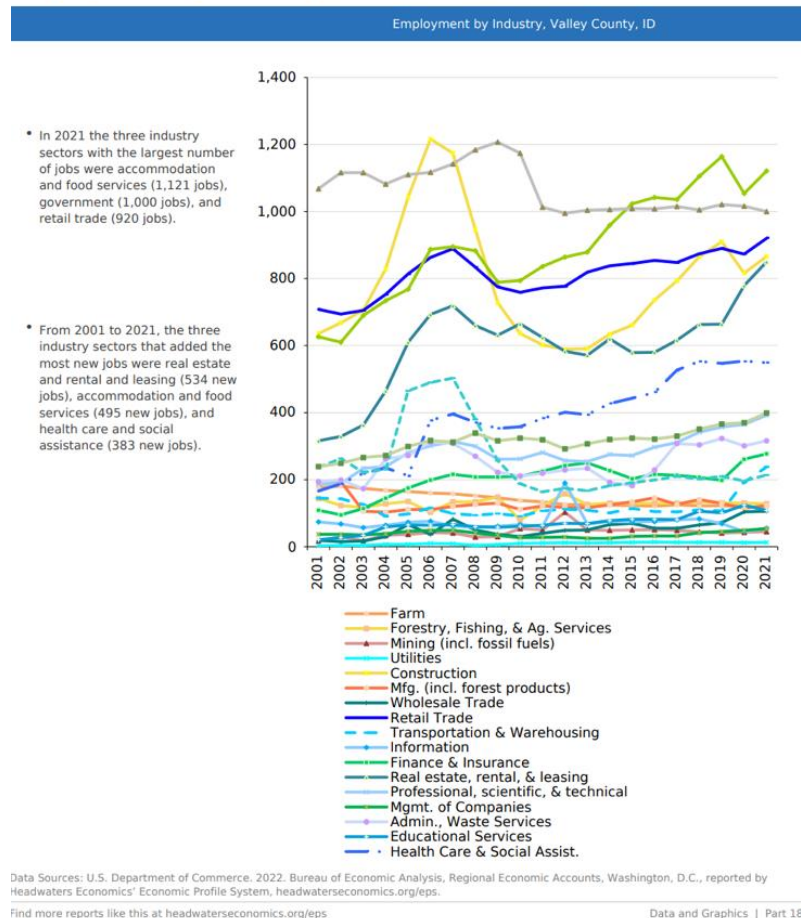


Figure 7. Headwaters Economics, Socioeconomic Trends, Referenced October 24, 2023. <https://headwaterseconomics.org/apps/economic-profile-system/16085>
This image can be viewed in the Appendix of this report.

Wealth and Growth

Valley County has lower crime rates, quality healthcare options, and abundant recreation and cultural opportunities given the population of the area. These are factors that drive people to the region. The wealth and growth of a region is dynamic and interconnected. Planning can help manage growth to reflect the values of a community and it is important and easier to have land use conversations and ordinances in place prior to community growth.

When considering wealth in Valley County it is important to look at Labor and Non-Labor income, Per Capita Income and Average Wages per job, and the presence of the Proprietor's income. These concepts will be explored in the next section.

Entrepreneurial Growth, aka Proprietors' Employment

Headwaters Economics states:

“Rapid growth and/or high proportions of proprietors' employment and income can be a sign of a healthy economy that is attracting entrepreneurs and stimulating business development. Correlating this growth here with patterns of population growth (such as high levels of in-migration) and unemployment rates (robust business development activity tends to be associated with lower rates of unemployment) may support this finding. High levels of proprietors in an economy can also indicate a weak labor force and a lack of opportunity. This may be the case if proprietors' employment is increasing, and labor earnings as a whole are flat or declining.”

Valley County's proprietor's income has remained steady and has experienced a 514% increase in growth. Many people employed in the area also generate income through multiple employment options, some of which include entrepreneurial activity. Some of this entrepreneurial activity leads to viable business development in the communities. Examples of this include Stacey Cakes, Dee's Squeeze, Farmers Market vendors, and more.

Socioeconomic Trends

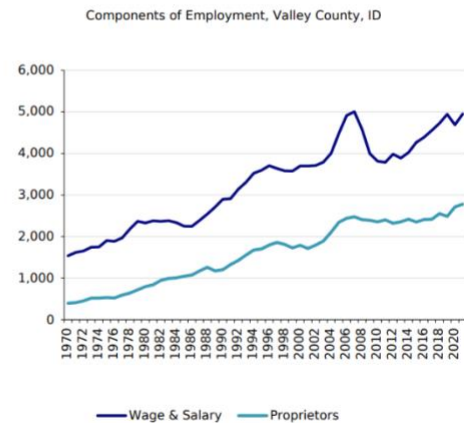
Valley County, ID

Proprietors (self-employed)

	1970	2000	2021	Change 2000-2021
Total Employment	1,933	5,488	7,727	2,239
Wage and salary jobs	1,537	3,698	4,949	1,251
Number of proprietors	396	1,790	2,778	988
Percent of Total				% Change 2000-
				2021
Total Employment				40.8%
Wage and salary jobs	79.5%	67.4%	64.0%	33.8%
Number of proprietors	20.5%	32.6%	36.0%	55.2%

All employment data in the table above are reported by place of work and include both full-time and part-time workers.

- From 1970 to 2021, wage and salary employment (people who work for someone else) grew from 1,537 to 4,949, a 222% increase.
- From 1970 to 2021, proprietors (the self-employed) grew from 396 to 2,778, a 602% increase.



Data Sources: U.S. Department of Commerce, 2022. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/leps.

Find more reports like this at headwaterseconomics.org/leps

Data and Graphics | Part 32

Figure 8. Headwaters Economics, Socioeconomics Trends, Referenced October 24, 2023.

<https://headwaterseconomics.org/apps/economic-profile-system/16085>

This image can be viewed in the Appendix of this report



Figure 9. Photo Credit: Stacey Cakes Bakery, McCall, ID
<http://media-cdn.tripadvisor.com/media/photo->

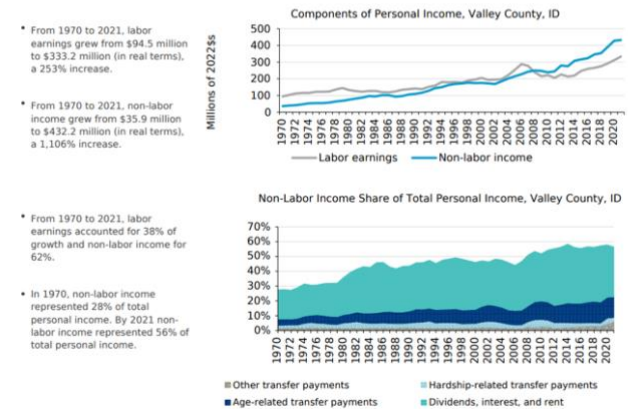
Labor and Non-Labor Income, Per Capita Income and Average Wages Per job

Labor earnings are inclusive of salary and wage employment and are reported by place of work, rather than place of residence. Understanding the relationship between labor and non-labor income is important in Valley County. This area has a growing reputation for its natural capital and is attractive to both retirees and second homeowners. This is evident in the graphs below and the non-labor income has been in alignment with labor earnings since 1970. In 2012, the non-labor earnings exceeded the contributions to the region for personal income. This is most likely due to the aging population including retirees with non-labor income.

Labor Earnings and Non-Labor Income

	1970	2000	2021	Change 2000-2021
Personal Income (thous' of 2022 \$s)	130,343	380,066	765,393	385,327
Labor Earnings	94,494	205,042	333,190	128,148
Non-Labor Income	35,850	175,024	432,203	257,179
Dividends, Interest, and Rent	25,718	121,071	258,304	137,233
Age-Related Transfer Payments	5,725	35,835	106,577	70,742
Hardship-Related Payments	2,041	10,627	22,681	12,054
Other Transfer Payments	2,365	7,491	44,642	37,151
Percent of Total				Percent Change 2000-2021
Personal Income				101.4%
Labor Earnings	72.5%	53.9%	43.5%	62.5%
Non-Labor Income	27.5%	46.1%	56.5%	146.9%
Dividends, Interest, and Rent	19.7%	31.9%	33.7%	113.3%
Age-Related Transfer Payments	4.4%	9.4%	13.9%	197.4%
Hardship-Related Payments	1.6%	2.8%	3.0%	113.4%
Other Transfer Payments	1.8%	2.0%	5.8%	495.9%

All income data in the table above are reported by place of residence and are displayed in thousands of 2022 dollars. Labor earnings and non-labor income may not add to total personal income due to adjustments made by the Bureau of Economic Analysis.



Data Sources: U.S. Department of Commerce, 2022, Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps. Find more reports like this at headwaterseconomics.org/eps. Data and Graphics | Part 10

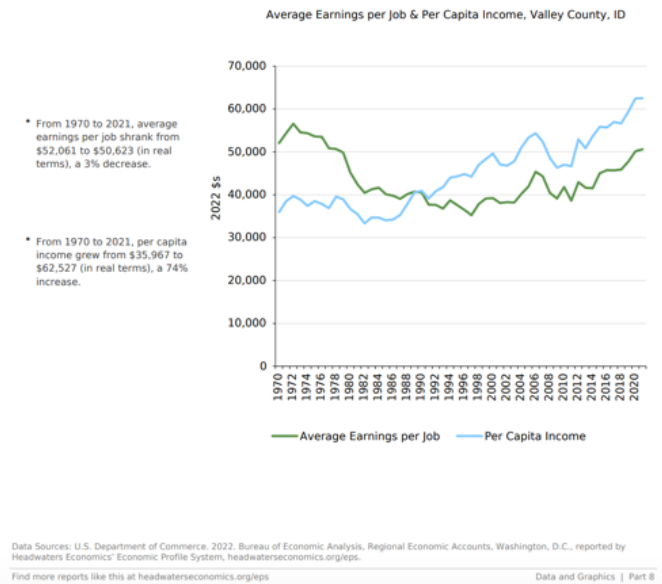
Figure 10. Headwater Economics, Labor Earnings. Referenced October 24, 2023.

<https://headwaterseconomics.org/apps/economic-profile-system/16085>

This image can be viewed in the Appendix of this report

Earnings Per Job and Per Capita Income

	1970	2000	2021	Change 2000-2021
Average Earnings per job (2022 \$s)	\$52,061	\$39,227	\$50,623	\$11,396
Per Capita Income (2022 \$s)	\$35,967	\$49,623	\$62,527	\$12,904
Percent Change				Percent Change 2000-2021
Average Earnings per job				29.1%
Per Capita Income				26.0%



Data Sources: U.S. Department of Commerce, 2022, Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps. Find more reports like this at headwaterseconomics.org/eps. Data and Graphics | Part 8

Figure 11. Headwaters Economics, Earnings per job and per Capita Income. Referenced October 24, 2023.

<https://headwaterseconomics.org/apps/economic-profile-system/16085>

This image can be viewed in the Appendix of this report

Investigating the per capita income and average wages per job is another way to look at wealth in this area. The per capita income is \$50,623 in comparison to the average wage per job \$62,527 (Headwaters Economics).

The per capita income indicates wealth, regardless of its source. It captures the county's total personal income, including wages, retirement income, and income from investments, and divides that over the total number of residents - regardless of job or age. Valley County's per capita income is \$50,623 (Idaho Indicators) and ranks 8th in the state for highest wages.

Since the region attracts retirees and second homeowners to the area, the per capita earnings can be

skewed from second homeowner, investments (non-labor), and retirees (transfer payments) in the area. The average wage per job better reflects the year-round residents in the region. Valley County has a strong non-labor income, and this is helpful during recessions supporting the local economy during hardships. A strong government sector also provides some stability to a volatile tourism-based economy. However, because we have significant non-labor income in the region, it is important to look at the average earnings per job to understand what the “working class” is earning rather than a per capita income.

Labor Earnings: This represents net earnings by place of residence, which is earnings by place of work (the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income) less contributions for government social insurance, plus an adjustment to convert earnings by place of work to a place of residence basis.

Non-Labor Income: Dividends, interest, and rent (money earned from investments), and transfer payments (includes government retirement and disability insurance benefits, medical payments such as mainly Medicare and Medicaid, income maintenance benefits, unemployment insurance benefits, etc.) make up non-labor income. Non-labor income is reported by place of residence.

Dividends, Interest, and Rent: This includes personal dividend income, personal interest income, and rental income of persons with capital consumption adjustment that are sometimes referred to as "investment income" or "property income."

Age-Related Transfer Payments: This measures payments associated with older populations, including Social Security and Medicare.

Hardship-Related Transfer Payments: Payments associated with poverty and welfare, including Medicaid and income maintenance.

Other Transfer Payments: Payments from veteran's benefits, education and training, Workers' Compensation insurance, railroad retirement and disability, other government retirement and disability, and other receipts of individuals and non-profits.

Figure 12. Headwater Economics Definitions on how money finds its way into a community.

Housing Stock

A regional Economic Development plan for Valley County was written during the America’s Best Communities Contest in 2017. Many items from this plan are currently being implemented including efforts to find solutions to address housing, employment, health and wellness, infrastructure, regional communication, and transportation. Regional networks and coalitions have been established to address this plan. However, it is important

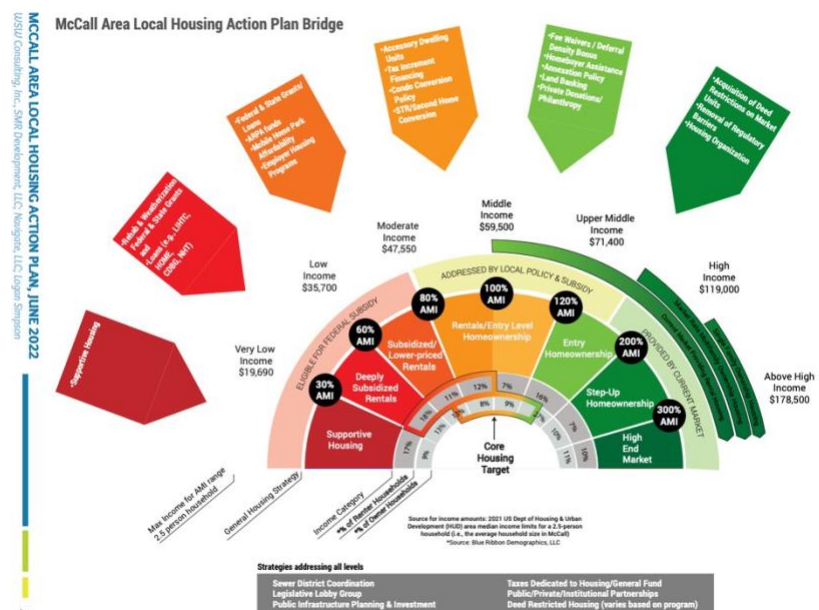


Figure 13 City of McCall, Housing Bridge, Referenced October 25, 2022. This image can be viewed in the Appendix of this report

for the county and cities to have updated comprehensive plans with ordinances that align with values during growth and development. If the ordinances are unenforced or do not align with the comprehensive plan, then the growth of the community will not protect community assets and values. For example, housing plays into the value system of a community.

Do we envision low-wage job workers commuting from outside the area to serve the tourists and second homeowners of the region?

Do we envision all wage workers living and working in the communities they serve?

Housing is an issue that surfaces in every conversation in Valley County (along with communication) and is a critical community need moving forward. Valley County put together a Demographic Trend and Forecast Report to anticipate some of this growth over the next twenty years. The forecasted development patterns need to be carefully considered when thinking about the long-term depreciation of building and maintaining the infrastructure to support this growth pattern. The current transportation network connecting the Valley is heavily dependent on Highway 55. The more development that stems from this major transportation corridor, reduces the ability of this road to be a highway and increases poor traffic conditions and increased accidents. Community systems are interconnected (transportation, sewer, etc) and while there might be a financial benefit to development by increasing the tax base, it is important to look at the depreciation rate of the infrastructure that is required to support a sprawling community. Planning for a long-term financial gain on the community through development patterns is critical to the future. It is important to strive to look at the big picture when planning for growth.

CM Economic Development Council Housing Study (2018)

In 2018, the WCM Economic Development Council conducted a local survey and generated the following local data. The housing study indicated that ~30% could afford to pay \$751-\$1,000 for rent/mortgage for their household (no utilities included). Another ~30% could afford \$1001-\$1500, and another ~30% needed rent/ mortgage to be below \$750.

Diversified housing stock is needed to address the \$750 or under range for rent/mortgage.

- 90% of respondents indicated single family 3-bedroom homes as the housing preference in the region.
- 35% of respondents did not feel secure in their housing in the region.

The City of McCall was recognized by the American Planning Association for its planning process surrounding the topic of housing. The 2018 study indicated there was a shortage of 730 units needed to address the inventory demand to support a local workforce. The 2022 Action Plan identified a goal of adding 50 units per year to address this local need.

The information below was copied directly from the Idaho Indicators webpage:

“The 2016-2020 data come from the U.S. Census Bureau’s American Community Survey. They are based on averages of data collected in 2016, 2017, 2018, 2019, and 2020. These estimates cannot be used to say what is going on in any particular year in the period, only what the average value is over the full period. The Census Bureau’s data.census.gov also provides 1-year estimates for counties with at least 65,000 people. We use 5-year estimates because they are available for all counties and allow comparison to other counties within the region.”

The Census Bureau defines a *housing unit* as a house, an apartment, a mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters (or if vacant, intended as separate living quarters). Housing units are classified as being occupied - either by owners or renters - or vacant.

In Valley . . .

- the total number of housing units was 12,189 in 2020;
- the number of housing units increased by 30.0 percent from 1980 to 1990; increased by 21.7 percent from 1990 to 2000; increased by 45.8 percent from 2000 to 2010; and increased by 3.4 percent from 2010 to 2020;
- in 2016-2020, 26.6 percent of all housing units were owner occupied, 5.5 percent were occupied by renters, and 67.8 percent were vacant.

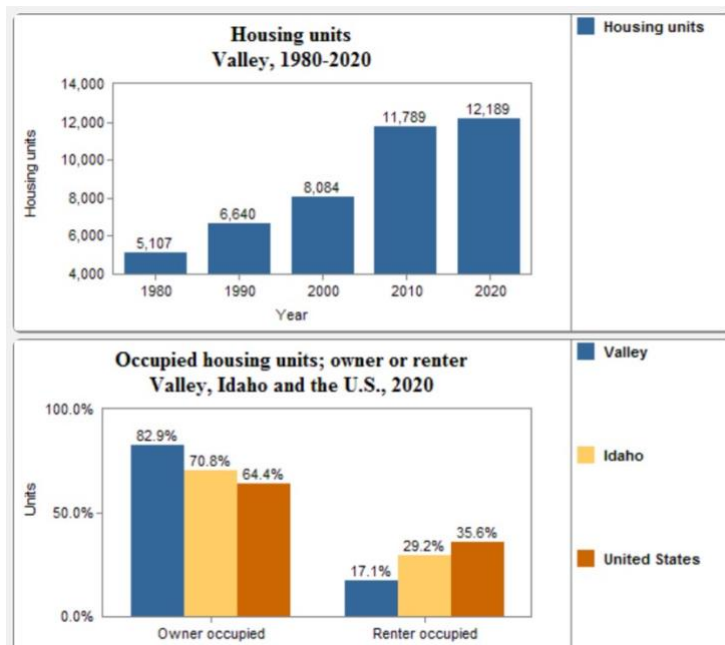


Figure 14. Idaho Indicators, Housing, Referenced October 24, 2023.
<http://indicatorsidaho.org/DrawRegion.aspx?RegionID=16085&IndicatorID=18>

Housing is a key factor in addressing our “missing middle class” trend. The patterns of in-migration (92%) along with our non-labor income (increasing retirement population) out surpassing our labor earnings (local workforce) support a need to proactively plan for solutions. Headwaters Economics recently posted solutions that can be referenced in the article to help address issues in Valley County.

[Amenity Trap: How high amenity communities can avoid being loved to death.](#)

CHALLENGE	SOLUTIONS	EXAMPLE
DEMAND CONSIDERATIONS		
Rapidly rising home prices due to rapid population growth and cash buyers	<ul style="list-style-type: none"> • Anticipate housing pressures early and develop a housing strategic plan alongside an economic development strategy 	<ul style="list-style-type: none"> • Lafayette, Colorado, combined economic development and housing strategic plan
SUPPLY CONSIDERATIONS		
Limited buildable land	<ul style="list-style-type: none"> • Preserve existing affordable housing supply • Change zoning to increase density • Increase buildable land • Engage in regional housing planning to share resources across jurisdictions 	<ul style="list-style-type: none"> • Cincinnati rental housing buy-back • Durango, Colorado, accessory dwelling unit policies and incentives • Summit County Housing Authority • Southern Nevada Public Lands Management Act • Boulder County Regional Housing Partnership
Limited labor supply	<ul style="list-style-type: none"> • Modular housing to use centralized labor force • Regional workforce development • Local workforce housing • Transportation planning 	<ul style="list-style-type: none"> • Modular homes in western and central Colorado
Housing for residents and visitors	<ul style="list-style-type: none"> • Regulating short-term rentals via zoning, share of housing stock, permitting, etc. • Create incentives for long-term rentals • Deed restrictions to promote homeownership by local workers • Tradable permits for STR permits 	<ul style="list-style-type: none"> • Short-Term Fix in Winter Park, Colorado • InDeed, deed restriction program in Vail, Colorado
Small town resistance to change	<ul style="list-style-type: none"> • Regional engagement • Streamline development process to reduce costs 	<ul style="list-style-type: none"> • Summit County, Colorado, Combined Housing Authority

Table 1. Housing Solutions, Amenity Trap, Headwaters Economics. Referenced November 1, 2023. <https://headwaterseconomics.org/wp-content/uploads/2023HE-Amenity-Report-R3b-LOWRES.pdf>

Post Pandemic Trends

The world has experienced significant disruption since the COVID-19 pandemic in April 2020. Every person, family, and business has been forced to rapidly adjust and readjust to a dynamic environment. Valley County has been impacted in many ways, but this report has focused on the impacts through an economic and community development lens. COVID has been a disruptor and it is unclear how this event has and will continue to influence the future. At the end of the great COVID reorganization, some communities will “win” and some communities will “lose”. Planning accordingly will enable to county and cities to get ahead of growth patterns and maintain core values. Failure to plan and enforce ordinances (aligned with the comprehensive plan) will allow developers to decide the future of what our communities look and feel like. In this section, overall trends will be highlighted and applied to local observations.

Valley County has a significant at-risk population including handicapped, disabled, youth, and elderly. The population includes 44% youth and adults 65+ and there are 10% of households with disabilities. St. Luke’s, McCall area, had favorable results with the community health assessment and was declared one of the healthiest communities in Idaho, however vulnerable populations can be more at risk in rural communities as they are more “at risk” because of limited support systems and transportation options to get to needed amenities. Active planning to address community connectivity is needed to maintain a high quality of life for residents. Social isolation was magnified by the COVID-19 pandemic, and it is important to be inventive in reaching all community members. In this post-pandemic world, from personal observation, I have found people slow to return to social settings. Digital adoption and inclusion have never been more important as we continue to use technology to increase the efficiency of our communications. UI Extension secured a position to address this issue in 2023, but no applicants were found to fill this position. Continued efforts to fill a part-time position to aid in digital adoption will be pursued in 2024.

“Many rural areas face additional vulnerabilities that place populations at greater risk for COVID-19 including a greater proportion of the population comprised of relatively older, uninsured, and people with existing health conditions; fewer physicians, unavailability of mental health services, and greater proportion of the population with a disability (Peters, 2020). While the risk factor does not seem to be COVID-19, with recent wildfire events in our region there is a heightened awareness of being a WUI community. It is the same factors mentioned above that make our area an identified region with heightened risk for these extreme weather events. These observations raise serious public health concerns, considering that 19.3% of the U.S. population resides in rural areas, and the average age of rural Americans is 73.3 years old (Wong et. al., 2019). The risk for obesity is also greater among rural populations, such that the odds of being obese among rural adults are 1.19 times greater than that among urban adults (Trivedi et al., 2015). While all these increased medical conditions are related to being in rural areas, we need to plan our communities, so that people have access to fresh nutritional foods and accessible recreation opportunities including year-round walkable spaces for all ages. The majority of our population needs supportive infrastructure to “age in place” to continue to successfully live and thrive in this rural setting.

COVID Impacts on the Recreation Economy

The West Central Mountains is a recreation-based economy, and this type of economy has been impacted during and post-pandemic in an unpredictable way. During the pandemic, people from cities were recreating in record numbers and many people found themselves making choices to camp and pursue

outdoor opportunities. This led to an increased number of tourists to our area. According to Headwaters Economics, “Communities with outdoor recreation-based economies attract entrepreneurs and new residents, including retirees and people with investment income.” This factor, along with the ability to work remotely has increased in- migration to the West Central Mountains. From 2010 to 2022, 92% of population growth is due to in-migration.

Living and working in the West Central Mountains, residents participate and observe recreationists visiting the region to partake in the following activities. Local working groups are important to both enhance and protect the local resources utilized by recreation enthusiasts.



Figure 15. Inspiring the future outdoor recreation economy, referenced OCTOBER 7, 2021

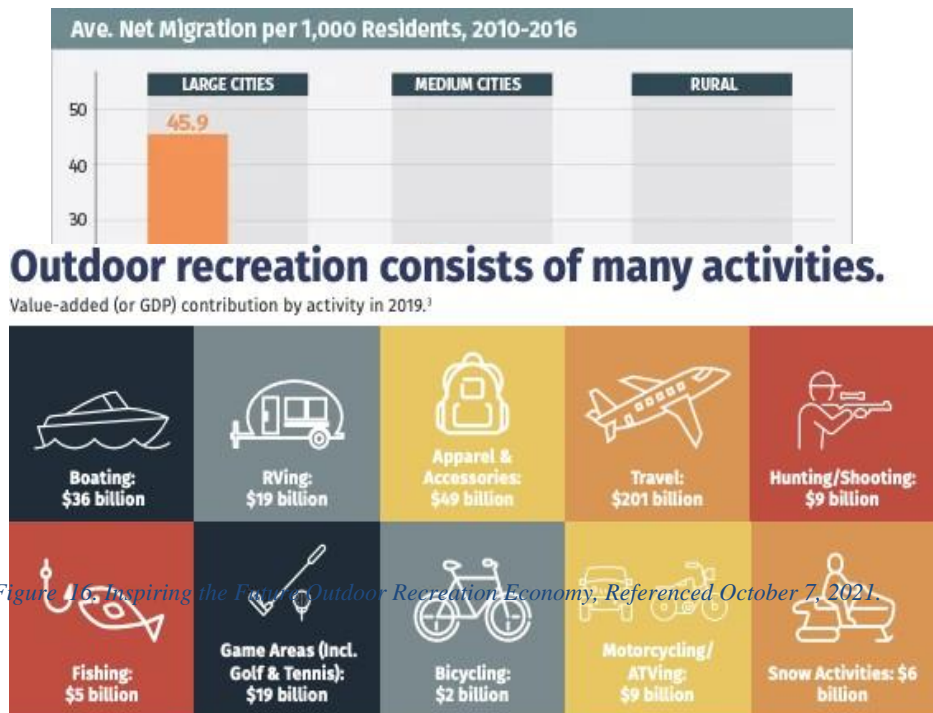


Figure 16. Inspiring the Future Outdoor Recreation Economy, Referenced October 7, 2021

UI Extension Programs

UI Extension, Valley County provides community development, 4-H youth development, horticulture, and agriculture programs to all communities in Valley County. Our office does an excellent job at serving McCall, Donnelly, and Cascade with programming. Our programs build community capacity (strengthening social capital) and provide life-long educational opportunities (human capital) for all demographics. There is more need in the region's time or capacity for the Extension Office to provide, however, through partnership and collaboration, the UI Extension Office has been able to serve as a catalyst for many changes in the past ten years. While the program efforts of community development collaborative initiatives are hard to trace back to any one organization, the UI Extension office has played a critical role in changing the landscape and assets of Valley County over the past decade.

Current and Future Programs

Office Staff: Full-time Extension Educator, Full-time 4-H Coordinator, Full-time Administrative Assistant, Full-time 4-H Coordinator (new position 2023-24)

4-H Youth Development

4-H Program Delivery (see more detailed information in 4-H section):

- Club Program
- Afterschool Enrichment programs
- In-school Enrichment Programs
- Outside the Box
- Project in a Day

4-H Capacity Building:

- Monthly Leaders Council Meetings
- Collaborates with the Valley County Fair Board and Animal Market Sale
- Collaborated with the Youth Advisory Council (YAC) and Planet Youth Programs
- UI 4-H District Meetings
- Annual 4-H Statewide Conference
- Livestock and Livestock judging education
- Collaborate with FFA and Agriculture Education

Horticulture

Programs:

- Master Gardener (2016, 2018, 2020, 2022, 2024)
- Advanced Master Gardener
 - a. mushroom propagation (2021 and 2023)
 - b. native bee project (2023)
- Victory Garden Series (2015, 2017, 2019, 2021, 2023)

Agriculture

Programs:

- Cultivating Success Program
- Farm Tours
- Capacity Building:
 - WCM Food Coalition

Community Development

Programs:

- Placemaking, Cascade Arts Walk (2022-current)
- Cascade Mobility Team Bike and Pedestrian Count Study (2014-current)
- Community Health Programs
- Community Garden Committees – (Cascade 2014-15, New Meadows 2017-18, McCall 2022-current)

Capacity Building:

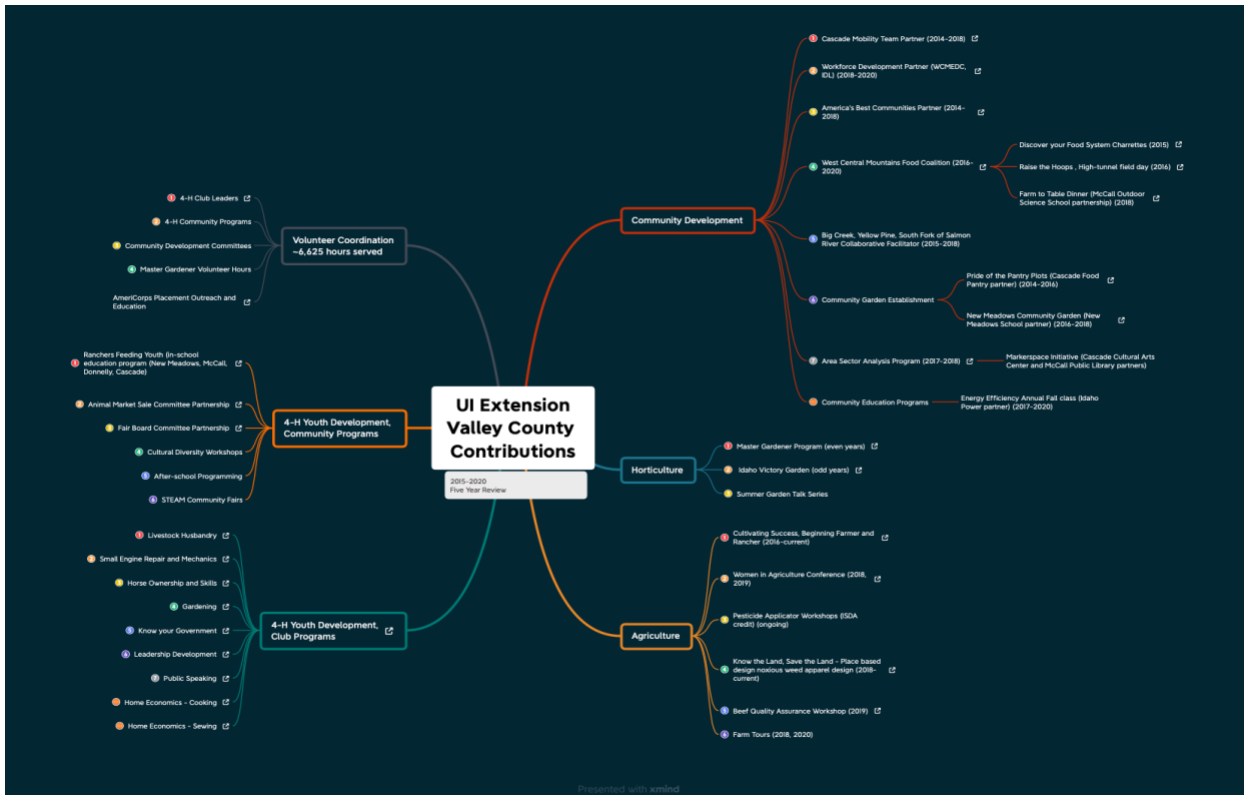
- WCM Creative Arts District (2021-current)
- WCM Trails Coalition (2021-current)
- Community Educators Alliance (2021-current)
- Collaborates with the Early Childhood Learning Committee (2021-current)
- Collaborate with WCMEDC (2016-current)

County Chair Responsibilities (Extension educator)

- Management of county staff
- Attend and report at Commissioners Meetings
- Annual budget proposal and management
- UI and County Reporting
- UI District Meetings
- Annual Statewide Conference
- Annual National Professional Association Conference

Summary of Past Contributions

This image can be viewed in the Appendix of this report



Horizon's Program

The Horizons' program in Cascade helped create and find leadership to sustain community development efforts of the conceptual beginnings of Kelly's Whitewater Park, Horizon's Lifestyle and Education team (Cascade Cultural Arts Center), Pathways including the Strand, and the Fisher Pond Community Garden. Barb Brody, Wim Brock, and Melissa Hamilton (Extension Educators 2008-2022) have worked and continue to support efforts stemming from the Horizons' program.

Valley/Adams Planning Partnership

This group is utilized to discuss transportation opportunities in conjunction with Adams County. Barb Brody worked on establishing this partnership with the Valley County Economic Development Director in 2005.

Valley County Economic Development Council

This group came together through the efforts of community stakeholders and Wim Brock in 2011-2013. Wim provided significant leadership to launch this community effort in the early stages and today it is a 501-c3 with a hired staff person. The UI Extension office partners with the WCMEDC on education and professional development programs.

America's Best Communities

This program jump-started a regional collaboration to aid communities in the WCM to work towards finding solutions to address housing, employment, health, education, wellness, infrastructure, regional communication, and transportation. Regional networks have been established and will continue to address these priority areas as a region.

The UI Extension office has served and will continue to serve the maker space movement (fostering innovation), establishing and strengthening community gardens, and coalition building with the WCM Food Coalition.

Cascade Mobility Team

Melissa Hamilton served on this committee from 2014-18. Through planning and implementing "low hanging fruit", projects completed by the Mobility Team funding was secured for the technical assistance grant with New Mobility West. Outcomes of this planning project include funding of \$250,000 secured by the City of Cascade for Safe Routes to School Corridor improvements on Pine Street. The grant writer used data and planning implemented by the Mobility team to secure funding. The Cascade Arts Walk Placemaking program funded \$5,000 to implement this program along identified walking corridors in Cascade. This project promotes walking the identified business corridor. This program has been a success and has won three awards from the Idaho chapter of the American Planning Association (Community Outreach Award, 2022) the Idaho Association for Natural Resources and Community Development Extension Professionals (2023), and runner-up with the National Association of Community Development Extension Professionals (2023).

Pride of the Pantry Plots Community Garden

Served on the Steering Committee to help establish structure and working group (2014-2016), build capacity and leadership, and coordinate Master Gardener efforts and support into this initiative. This effort is sustainable with stakeholder buy-in and ongoing Master Gardener volunteer hours serving on the Steering Committee.

Meadows Valley Community Garden

UI Extension worked with community members from 2016-2018 to build leadership and capacity with

community members and Master Gardeners volunteers to carry this project forward working with the community foundation and the school.

Meadows Valley – Idaho Community Review

2013 – Outcome, establishment of the Meadows Valley Community Foundation, applied and received funding for downtown sidewalks. The program was evaluated through ripple effects mapping in 2014. In 2019, a mini-grant of \$1,000 was awarded for a public beautification project at the school.

Cascade – Idaho Community Review

2016 – Outcome from recommendations in this report – merger of the Cascade Police Department with the County Police Department.

2019 – Ripple Map Assessment, documentation of outcomes mapped in ripples 2019 – A mini-grant of \$1,000 was awarded for wayfinding signage around town

Area Sector Analysis Process (ASAP)

The following industries are the top 17 sectors identified in the Area Sector Analysis Process in 2016 to be compatible and desirable for the area. These sectors were created by matching a community profile developed through a local survey and a national dataset of industry profiles to identify compatible and desirable industries through a quantitative process for the West Central Mountains of Idaho. The ASAP program was sponsored by the Western Rural Development Center and the region was awarded this technical assistance grant. A Steering committee for ASAP was formed and met seven times to guide, direct, and provide feedback on the data collected.

TABLE 5: High Ranking Selected NAICS Sectors

NAICS4	Description	Existing	DI	CI
1112	Vegetable and Melon Farming	X	0.5669	0.8265
2211	Electric Power Generation, Transmission and Distribution	X	0.6279	0.7128
3121	Beverage Manufacturing		0.3843	0.9024
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filaments Manufacturing		0.5552	0.8074
3254	Pharmaceutical and Medicine Manufacturing		0.6255	0.7820
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing		0.5546	0.6695
3353	Electrical Equipment Manufacturing		0.5621	0.8370
4241	Paper and Paper Product Merchant Wholesalers	X	0.5698	0.7583
4242	Drugs and Druggists' Sundries Merchant Wholesalers	X	0.5539	0.7082
4248	Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	X	0.6004	0.6614
4249	Miscellaneous Nondurable Goods Merchant Wholesalers	X	0.6237	0.5800
5152	Cable and Other Subscription Programming		0.5559	0.7769
5179	Other Telecommunications	X	0.6456	0.9119
5239	Other Financial Investment Activities	X	0.6441	0.8468
5417	Scientific Research and Development Services	X	0.5677	0.8069
7139	Other Amusement and Recreation Industries	X	0.4443	0.9056
9261	Administration of Economic Program	X	0.6264	0.8994

Area Sector Analysis Process, Western Rural Development Center
 Technical Assistance Study, February 2016, pg. 6.

The short-term goals of this study aim to inform local comprehensive planning documents, update the WCM Economic Strategic Plan (developed by ABC), and inform the WCM Economic Development Council (WCMEDC) Strategic Plan.

The long-term goals of this study will enable the WCMEDC to use and integrate this data to inform industry sector development and infrastructure needs of the region. WCMEDC will have a baseline of data collected on the asset inventory of the region and can choose to update this on an annual basis. Future studies in partnership

with the Department of Commerce could investigate matching the ASAP results with cluster development studies. This comparison would gain further insight focused on comparative advantages. The information

would be further refined to target industries that are desirable, compatible, and have comparative advantages to develop an industry cluster for the WCM and foster the development and strengthen regional value chains.

Big Creek, Yellow Pine, South Fork of the Salmon River Forest Collaborative

The UI Extension Educator Wim Brock helped establish this working group to identify coalition consensus decisions to recommend to the forest service. These recommendations would be considered with local forest service management plans. The facilitation of this effort was taken over by a community member and then passed back to Extension leadership in the fall of 2016. Melissa Hamilton has worked with this stakeholder group and met monthly to develop recommendations in the Big Creek / Yellow Pine area. This group dissipated in the fall of 2018.

Virtual Engagement during COVID-19 (2020)

The UI Extension educator worked with the McCall Chamber, Idaho Department of Agriculture, and Idaho Department of Lands to conduct networking, business features highlighting local businesses and a call to support locals during COVID, natural resource education, and Pest Week 2020 highlighting tussock moth and grasshoppers.

Community Educators Alliance (2021) Along with housing, communication is one of the main challenges for the region. Over the past nine years of my service with the Extension office in Valley County, I have heard people express a need to better communicate with each other and the community. Coalitions, formal partnerships, consortiums, etc have been formed to try to strengthen the communication pathways throughout the county. The community has expressed a need for a community calendar or a robust community happenings section in the paper. Community events are listed in the paper, however, I collected data from a needs assessment survey completed in 2019 and this provided valuable information about how stakeholders

Community Education Calendar • Sept/Oct

FALL GED ORIENTATION
SEPT. 7, 6:30 PM
Get started with your GED journey: orientation, assessment & resources. \$30.00 McCall College
<https://www.mccallcollege.org/ged.html>

OLD MILL DAYS
SEPT. 16, 11 AM - 4 PM
Enjoy food, music, demonstrations, and fun activities centered around our old lumber days at Armstrong Park, with Log Rolling from 4-5 p.m. at the Cascade Rec Center. Armstrong Park, Cascade

REPAIR CAFE
SEPT. 16, 10 AM - 1 PM
Bring your troubled items and a "mend it" mindset, and our skilled volunteers can help you repair items like clothing, zippers and bikes instead of throwing them out!
McCall Public Library

ELIMINATING THE CONFUSION ABOUT MEDICARE
Caregiver Support Group, Maureen Hatfield
SEPT. 12, 2 PM @ Park Place Conference room, 106 East Park Street, McCall
SEPT. 13, 6:30 PM @ McCall Public Library

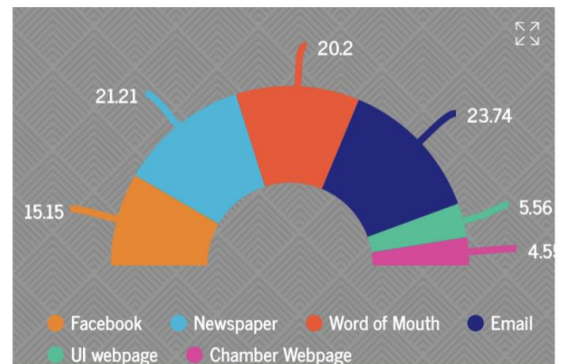
COMMUNITY DEVELOPMENT BOOTCAMP SERIES. UNIVERSITY OF IDAHO EXTENSION
OCT. 12 THROUGH NOV. 16, 6:30 - 8 PM
Great for community groups planning projects for implementation including: place making, youth development, beautification, events, and other projects that won't get done unless community members take the lead. Pre-application required for class participation, due by September 22. Virtual evening classes with matching mini-grant of \$500
<https://www.communityreview.org/community-bootcamp>

DONNELLY HARVEST FEST
OCT. 29, 5 PM
\$5 entry fee per kid. Costume contest, games, etc.
Donnelly Library

This ad sponsored by **McCall PUBLIC LIBRARY**

Community Educators Alliance is a group of organizations that provide community education programs throughout the West Central Mountains. Visit the website below each event for more details.

Marketing Outreach Methods



preferred to receive information. In 2019, 15% of survey participants said they received information via Facebook, 21% in the Newspaper, 20% by word of mouth, 23% by email, 6% from the webpage, and 5% from chamber meetings. There is clearly no one way to get the word out in Valley County. However, in 2021, I organized community education organizations through virtual meetings, and we formally named ourselves the Community Educators Alliance (CEA). This group meets twice yearly to report on programming efforts throughout the Valley. The organizations look for partnerships, themes, and opportunities to co-brand and advertise their programs so it can be a county-wide series of learning. Recently in 2022-23, this group launched a co-marketing pilot in the local Star News. I have contributed to this pilot co-marketing effort through the collection and communication of events via Google Forms. Each organization takes a turn sponsoring the ad (\$125) and this co-marketing visual is also included in the organization's newsletters and shared via Facebook. The newly formed Creative District efforts will be following this model and producing a co-marketing ad with all organizations offering creatively themed human capital development opportunities throughout the county. I will be taking leadership in organizing the Creative District collaborating organizations for this co-marketing pilot in 2024. A recently attended professional development class on marketing shared that people need at least seven “touch points” before someone will take action. While I do not think this co-marketing visual is the answer to the communication challenges here in Valley County, I do know that it is increasing the regional identity of the communities and creating social ties across the city boundaries. Cultural identity shifts are hard to accomplish, but regional communication, networks, committees, and the creation of marketing material that is regional in nature are baby steps to creating a regional identity and adding another “touch point” to the overall communication strategy for the region.

Cascade Arts Walk (2022-23)

The pilot of this program was funded and launched in 2022 by a UI Extension Innovation grant. The program was successful in the summer of 2022 and has since held 3 additional arts walks in the downtown corridor of the City of Cascade. Since the inception of this program, \$7,500 of funding has been raised to support and continue the Arts Walk. Forty sculptures have been created by local artists and the Steering Committee has grown from 5 to 7 participants. The artist's packets (technical document) have been created and modified for each art walk, and this project has supported placemaking efforts to support the Bike and Pedestrian Planning documents of the City of Cascade to increase efforts to allow citizens to “age in place” and be a walkable and bikeable community.

WCM Creative District (2022)

UI Extension will continue to support this fledging group to identify ways to implement the planning document created in partnership with the Idaho Commission for the Arts. This region is the first area in the state of Idaho to have an Arts District to support the creative class and economy in Idaho.

Bienviendos Community Garden (2023)

This initiative was launched at the McCall County Annex Building. I recruited, organized, and provided leadership for all of the classes, workdays, and volunteerism in this space throughout the summer including five families, five raised beds, and 150 hours of community service from 60 direct contacts throughout the summer.



- I formed and convened a McCall Community Garden Committee and created a technical document (garden guidelines) to support collaboration in this space. Continued efforts to draft a phased planning document for this committee will occur in 2024 with a focus on strengthening the partnership with the city to align goals.
- With Master Gardener support, a Jr. Master Gardener program was implemented in this space using the 4-H Outside of the Box curriculum.
- I taught 4-H Curriculum with a Master Gardener

volunteer a total of eight hours of learning over four multi-lingual youth-focused Jr. Master Gardener classes. A post-survey was completed by most youth and the adult Master Gardener volunteer. A summary of these results will be available in 2024.

- Written translation materials were provided for the learners in each class and verbal translation services were provided by high school students from the [Alzar's School](#) for the final class. I connected a new partner to Extension programs and received verbal feedback that I was conducting "important work" here in Valley County with this new community partner. The Alzar School is located out of Cascade, ID, and is an outdoor semester leadership school for high school students. This cultural immersion partnership and service day was a huge success. This was a stellar way to close the garden and end the Jr. Master Gardener class on a high note for both the learners and the Alzar student volunteers. I am hopeful the 34 future leaders of the Alzar School will reach out to their local Extension offices when they return home to volunteer in 4-H and community projects. I am also hopeful I planted a seed of potential opportunity for a local McCall youth to apply for the local scholarship to attend the Alzar School in their high school years.
- A grant to purchase additional supplies and a greenhouse was submitted to the Whittenberger Foundation in 2023.



4-H Youth Development Programs

4-H in Valley County is experiencing notable growth in response to the rising demand for youth development and agricultural education. The expansion of 4-H programs, both within schools and the community, has been made possible through the unwavering support of rural ranchers, horse enthusiasts, and dedicated 4-H volunteers. In 2023, a generous grant from the Idaho Horse Board has enabled three summer 4-H horse clinics with professional clinicians, all at no cost to the youth and families enrolled in the 4-H program. Notably, Valley County's 4-H program has observed an increased interest among young individuals in agricultural projects and programs.

In addition to agriculture programs, a STEM trailer was secured for use from the state 4-H office in the summer of 2023. The programs were utilized by numerous partners for afterschool programs, day camps, and STEM activities. Furthermore, partnerships have been forged with all three local libraries to facilitate train-the-trainer programs for STEM activities.

Alysson Statz, the Youth Development Coordinator for the Valley County 4-H program, has been instrumental in this growth. Alongside the newly hired part-time 4-H Assistant, Cadey Mead, they have significantly enhanced the program offerings delivered by the Extension office in 2023. A remarkable 65% increase has been witnessed in the youth demographic for ages 5-7. Statz's efforts have resulted in securing a seasonal 4-H AmeriCorps member for a 2023-24 Placement that will bolster the delivery of multiple STEM programs in Cascade, Donnelly, and McCall. In addition to the AmeriCorps placement, the part-time 4-H position has been increased to a full-time 4-H Assistant beginning in the fall of 2023.

This expansion of offerings has yielded impressive results, with the program experiencing incremental growth of 33% from 2019-20, 32% from 2020-21, and 37% from 2022-23.

The 4-H Coordinator, Alysson Statz, has been in her position for fifteen years serving the youth population of Valley County. Below is a list of some, but not all, of the programs.

4-H Clubs Offered in 2022-23

Livestock, Small Animals, Sewing, Horse, Cooking, STEM, and Shooting Sports.

AmeriCorps Vista and AmeriCorps Placements (9 total) – Afterschool Programs

The AmeriCorps Vista helped establish the partnership network that currently exists in Cascade to support a cooperative effort of afterschool programs offered at the CCAC. The AmeriCorps Placements continue to support afterschool and summer programs K-12 throughout Valley County.

Positive Outcomes Teen Service (P.O.T.S. program)

This program worked with youth to learn horticulture, gardening, landscape maintenance, and building entrepreneurs.

Youth Advocacy Council (YAC) and Teen Advisory Council (TAC)

These collaboration efforts include a cohort of community partners to strengthen Valley County youth with healthy minds, healthy bodies, and healthy communities.

4-H Extension support for the following committees: Market Animal Sale Committee, Fair Board, In-school and afterschool 4-H program, 4-H student exchange program

4-H Club and Leader Volunteer Recruitment and Support

Volunteer training and club support, educational field days, leader's council

Healthy Living Workshops

In partnership with St. Luke's, Schools, and community programs

STEAM Education and Programs

Alysson has launched the first 4-H drone club in Idaho and continues to be a leader in offering 3-D printing and STEM programming with libraries, schools, and the homeschool community to deliver programming.

Horticulture Programs:

Master Gardener Program

Understanding the impacts and outcomes of this group will be determined through future ripple mapping evaluation techniques. The UI Extension office provides 30 hours of training and MG volunteers provide 30 hours of service to their communities. This program started in Valley County ~20 years ago and has active members who have supported this group for 18 years. I am looking forward to understanding the contributions this group has made over the past twenty years as I continue to recognize those who have been part of the program for more than ten years through emeritus recognition. The Master Gardener program has been offered in 2016, 2018, 2020 and 2022.

Advanced Master Gardeners

Additional “advanced” training is offered to MG volunteers and the Advanced MG are required to take additional professional development classes to upkeep their certification. The first year I organized an Advanced Master Gardener course was in 2020 and the project focused on the cultivation of oyster mushrooms on aspen chips in food grade buckets. In 2023, we focused projects on mushroom log cultivation and native bees.

Victory Garden Series

This is a new program offered in Valley County beginning in 2015. The class provides 16 hours of training for beginning gardeners. No volunteer service is required. The VG program has been offered in 2015, 2017, and 2019, 2021, 2023. The Victory Garden class is offered online or in a hybrid format.

Agriculture Programs:

Pesticide Recertification Credits Coursework

Annual classes are held (offering 3 pesticide recertification credits) to Valley/Adams County stakeholders. Idaho Dept. of Agriculture and the UI Extension Specialist provide professional development training. Pesticide recertification classes have been offered locally in 2016, 2017, 2018, 2019, and online courses starting in 2020. The pesticide education classes will be offered online moving forward. Steve Anderson organized a field day in 2022 offering pesticide credits and plans on doing this moving forward. UI Extension has supported these efforts by providing speakers for the educational series.

Know the Land- Save the Land

Partnership with Weed Superintendent, and Valley Soil and Water, and Margaret Richie School of Family and Consumer Sciences on the Know the Land, Save the Land – Place-based apparel design project. This project has reached national audiences to increase awareness about invasive weeds and won state and national awards in Extension for creative excellence. Additional scarf designs will be released in 2021, and new designs created in the fall of 2022.

Cultivating Success

The following classes have been offered since 2014 from the Cultivating Success Extension coursework: Beginning Farmers and Rancher Program, Pasture Poultry, Farm Tours, and Starting a Small-Scale Sustainable Farm (3 classes). The CS coursework has been offered in 2016, 2018, and in 2020. A poultry production field tour was offered in 2022.

Raise the Hoops and Farm Tours

In partnership with the Idaho Center for Sustainable Agriculture, the construction of a hoop house in Round Valley was completed in the fall of 2016. A farm tour was offered in 2016 at Hobbit Hills Farm, High Country Gardens, and Alpha Nursery. In 2020, a farm tour with season extension (high and low tunnel) infrastructure demos was held at High Mountain Orchards and Stenger Farms.

Women in Agriculture Conference

Annual webinar-based conference held with a local hybrid learning site in McCall in 2016, 2017, and 2018.

WCM Food Coalition

Ongoing establishment of a regional network of farmers, ranchers, and food supporters throughout the WCM. The efforts of the WCMFC and Farm Tour were highlighted in the fall of 2020 by the Star News. You can learn more about this initiative at: <https://wcmfoodcoalition.com/index.html> Another farm tour was offered in 2022 in partnership with the Idaho Farm Bureau.

UI Extension Impact Statements:

- 2023 – [Extension professionals making a broader impact through the U and I Together Series](#)
- 2023 – [Sustainability for public art created through the Cascade Placemaking Project](#)
- 2023 – [Improving program opportunities in community development and natural resources](#)
- 2023 – [Peer Learning Networks and the Tri-State Community Review](#)
- 2021 – [Diversity Learning Circle increases community dialogue and discussion](#)
- 2019 – [West Central Mountains Food Coalition is increasing capacity for local food](#)
- 2019 – [Let's Get Cooking – Workforce skills development in Valley County](#)
- 2019 – [AmeriCorps placements expand education and outreach in Valley County](#)
- 2018 – [Cascade Mobility Team – Bicycle and Pedestrian Counts](#)
- 2017 – [Community Partnerships: America's Best Communities](#)
- 2016 – [Cultivating Success: collaborating to grow and support sustainable Idaho small farms](#)
- 2015 – [A Vintage Idea with modern appeal grows a wider audience](#)

Summary and Conclusions

In summary, Valley County is growing in population and diversity and the UI Extension Office works to serve the county through our programs and partnerships. Our office provides community development, agriculture, horticulture, and 4-H youth development classes and programs. We serve a population that is aging, predominately 55+, in a growing retirement community. We have in-migration to the region and vulnerable populations in our schools and community. We are responsive with our community programs and look to identify gaps and areas of need where we can assist through community education programs or capacity building. We partner with local schools and medical providers to help provide enhanced learning opportunities for youth and residents. We bring the local agricultural community together through the 4-H Youth Development program, Farm Tours, and Cultivating Success programs. The Valley County office continues to provide traditional Extension programs such as 4-H, Master Gardeners, and Cultivating Success (Agriculture) programs while being responsive to capacity building and community development needs as they emerge.

The top sectors in the area are government, retail trade, services, and construction. The county is 90% federal land rich in natural capital, drawing tourism to the area (the largest export-based industry in the region). Understanding the dynamics of wealth in a region is important so we can work towards creating a more robust economy. Focusing on increased import substitution, increased exports, increased technology, knowledge, and innovation, and maintaining and improving community infrastructure are important for the overall wealth generation in a region. Housing issues continue to bottleneck the employment potential for existing and new businesses and in the creation of an inclusive community.

The community capital framework can help build a better understanding of the assets we have in our region. Creating the networks needed to be a well-connected and responsive community is not only important for mobilizing funding, but important for disaster response. In times of growing concern with extreme weather events, well-connected communities are part of the critical soft infrastructure for efficiency and the overall health of our communities.

UI Extension, Valley County is best suited to help serve the county through human capital development with community education and youth development classes and programs. Capacity building with community development committees to increase social networks, trust, and assist with the implementation of “low-hanging” fruit through leadership development and the implementation of planning documents continue to enhance the success of regional and community plans.

It is hard to predict the future in a post-COVID world, with continued restructuring of social norms and expectations. However, Extension will continue to monitor trends and work with the local advisory board to be as responsive as possible as community needs arise.

Our office continues to make significant impacts on the community human capital and capacity of the region. The UI Extension office has researched the current trends and data to understand how to best serve the county through programming and education. The feedback from Valley County commissioners is important. If there is a need that UI Extension could help address, please send an email directly to mbhamilton@uidaho.edu, call the UI Extension office, or call the Caldwell Complex and speak with Dr. Momont at 208-454-7674 to share your thoughts. If you are interested in joining the UI Extension Advisory Council, reach out to Melissa Hamilton at mbhamilton@uidaho.edu. Thank you for your time and for learning more about Valley County and the University of Idaho Extension Office's ongoing partnership. We have been partners for more than 100 years!

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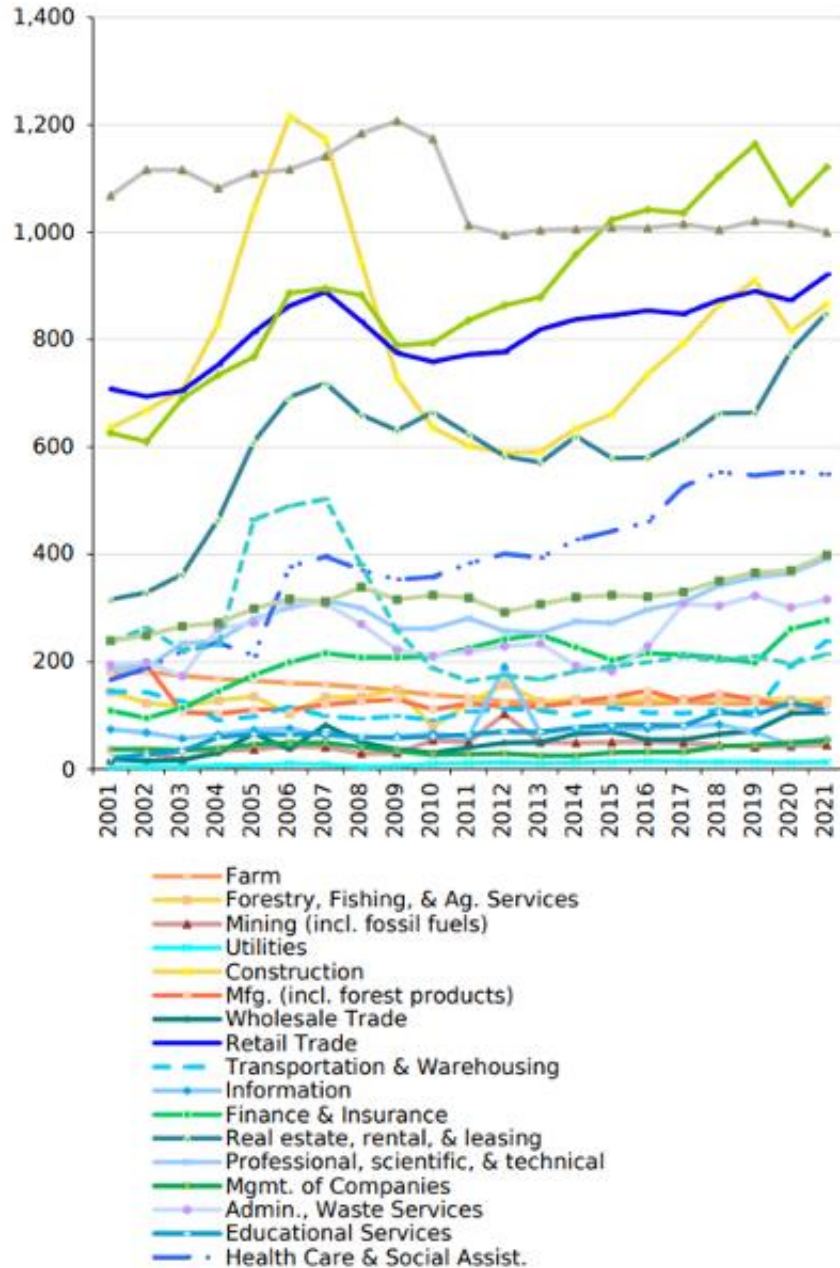
Appendix

Employment by Industry (since 2000)

Employment by Industry, Valley County, ID

• In 2021 the three industry sectors with the largest number of jobs were accommodation and food services (1,121 jobs), government (1,000 jobs), and retail trade (920 jobs).

• From 2001 to 2021, the three industry sectors that added the most new jobs were real estate and rental and leasing (534 new jobs), accommodation and food services (495 new jobs), and health care and social assistance (383 new jobs).



Data Sources: U.S. Department of Commerce. 2022. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Find more reports like this at headwaterseconomics.org/eps.

Data and Graphics | Part 18

Figure 13. Headwaters Economics, Socioeconomic Trends, Referenced October 24, 2023.
<https://headwaterseconomics.org/apps/economic-profile-system/16085>

Socioeconomic Trends

Valley County, ID

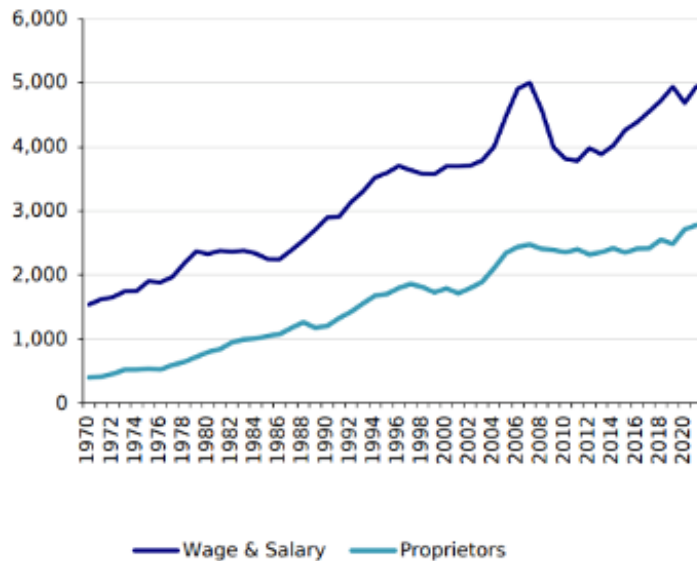
Proprietors (self-employed)

	1970	2000	2021	Change 2000-2021
Total Employment	1,933	5,488	7,727	2,239
Wage and salary jobs	1,537	3,698	4,949	1,251
Number of proprietors	396	1,790	2,778	988
Percent of Total				% Change 2000-2021
Total Employment				40.8%
Wage and salary jobs	79.5%	67.4%	64.0%	33.8%
Number of proprietors	20.5%	32.6%	36.0%	55.2%

All employment data in the table above are reported by place of work and include both full-time and part-time workers.

Components of Employment, Valley County, ID

- From 1970 to 2021, wage and salary employment (people who work for someone else) grew from 1,537 to 4,949, a 222% increase.
- From 1970 to 2021, proprietors (the self-employed) grew from 396 to 2,778, a 602% increase.



Data Sources: U.S. Department of Commerce. 2022. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Find more reports like this at headwaterseconomics.org/eps

Data and Graphics | Part 32

Figure 14. Headwaters Economics, Socioeconomics Trends, Referenced October 24, 2023. <https://headwaterseconomics.org/apps/economic-profile-system/16085>

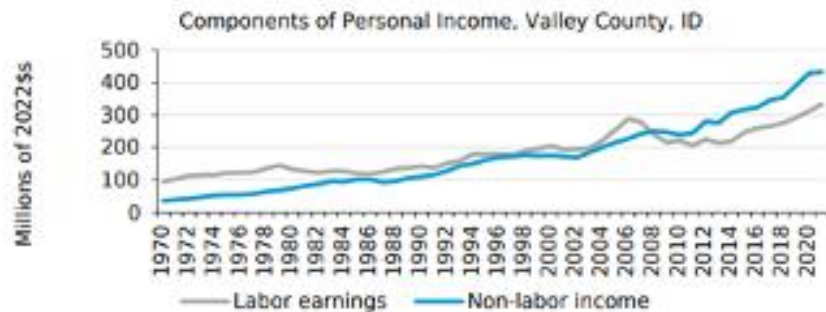
Labor Earnings and Non-Labor Income

	1970	2000	2021	Change 2000-2021
Personal Income (thous* of 2022 \$s)	130,343	380,066	765,393	385,327
Labor Earnings	94,494	205,042	333,190	128,148
Non-Labor Income	35,850	175,024	432,203	257,179
Dividends, Interest, and Rent	25,718	121,071	258,304	137,233
Age-Related Transfer Payments	5,725	35,835	106,577	70,742
Hardship-Related Payments	2,041	10,627	22,681	12,054
Other Transfer Payments	2,365	7,491	44,642	37,151

				Percent Change 2000-2021
Personal Income				101.4%
Labor Earnings	72.5%	53.9%	43.5%	62.5%
Non-Labor Income	27.5%	46.1%	56.5%	146.9%
Dividends, Interest, and Rent	19.7%	31.9%	33.7%	113.3%
Age-Related Transfer Payments	4.4%	9.4%	13.9%	197.4%
Hardship-Related Payments	1.6%	2.8%	3.0%	113.4%
Other Transfer Payments	1.8%	2.0%	5.8%	495.9%

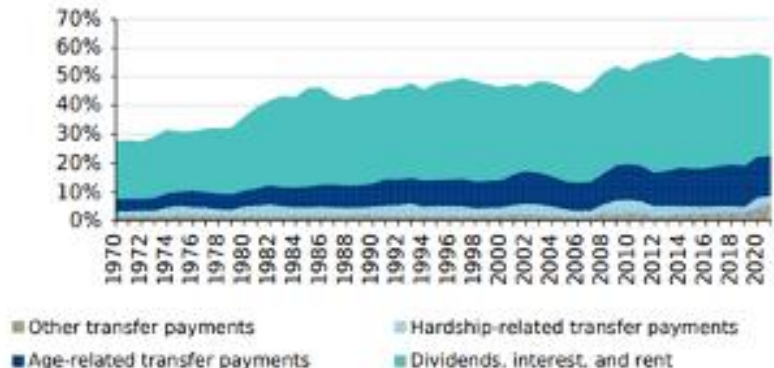
All income data in the table above are reported by place of residence and are displayed in thousands of 2022 dollars. Labor earnings and non-labor income may not add to total personal income due to adjustments made by the Bureau of Economic Analysis.

- From 1970 to 2021, labor earnings grew from \$94.5 million to \$333.2 million (in real terms), a 253% increase.
- From 1970 to 2021, non-labor income grew from \$35.9 million to \$432.2 million (in real terms), a 1,106% increase.



- From 1970 to 2021, labor earnings accounted for 38% of growth and non-labor income for 62%.
- In 1970, non-labor income represented 28% of total personal income. By 2021 non-labor income represented 56% of total personal income.

Non-Labor Income Share of Total Personal Income, Valley County, ID



Data Sources: U.S. Department of Commerce, 2022. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Find more reports like this at headwaterseconomics.org/eps

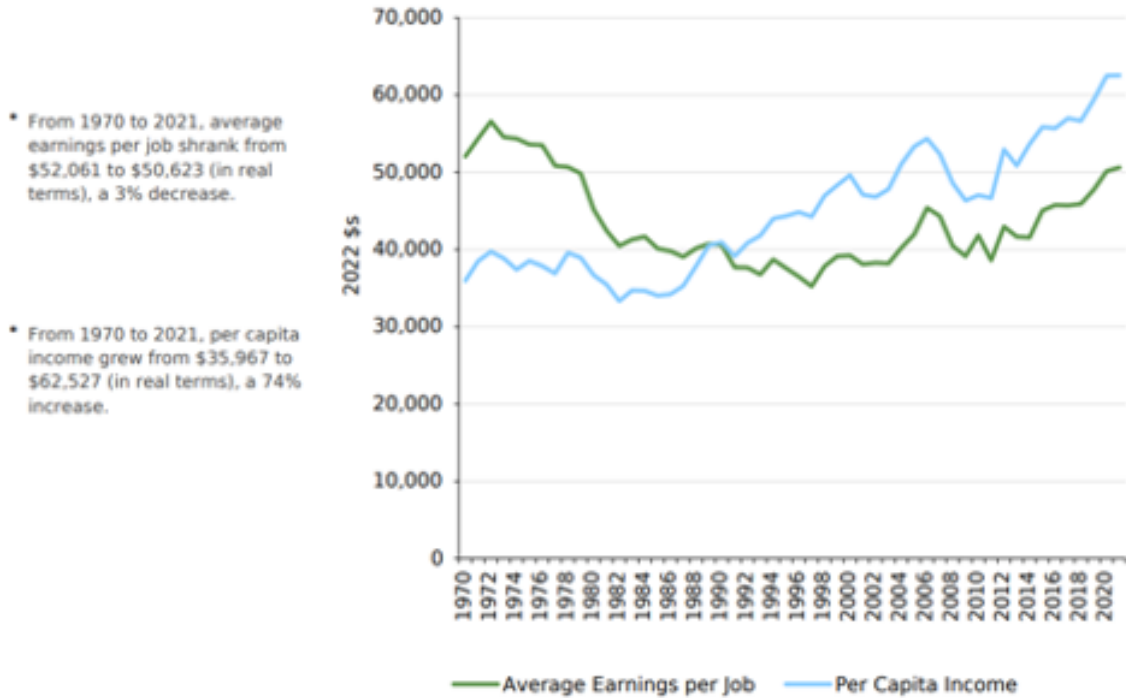
Data and Graphics | Part 10

Figure 15. Headwater Economics, Labor Earnings. Referenced October 24, 2023.
<https://headwaterseconomics.org/apps/economic-profile-system/16085>

Earnings Per Job and Per Capita Income

	1970	2000	2021	Change 2000-2021
Average Earnings per Job (2022 \$)	\$52,061	\$39,227	\$50,623	\$11,396
Per Capita Income (2022 \$)	\$35,967	\$49,623	\$62,527	\$12,904
Percent Change				Percent Change 2000-2021
Average Earnings per Job				29.1%
Per Capita Income				26.0%

Average Earnings per Job & Per Capita Income, Valley County, ID



Data Sources: U.S. Department of Commerce, 2022. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, headwaterseconomics.org/eps.

Find more reports like this at headwaterseconomics.org/eps

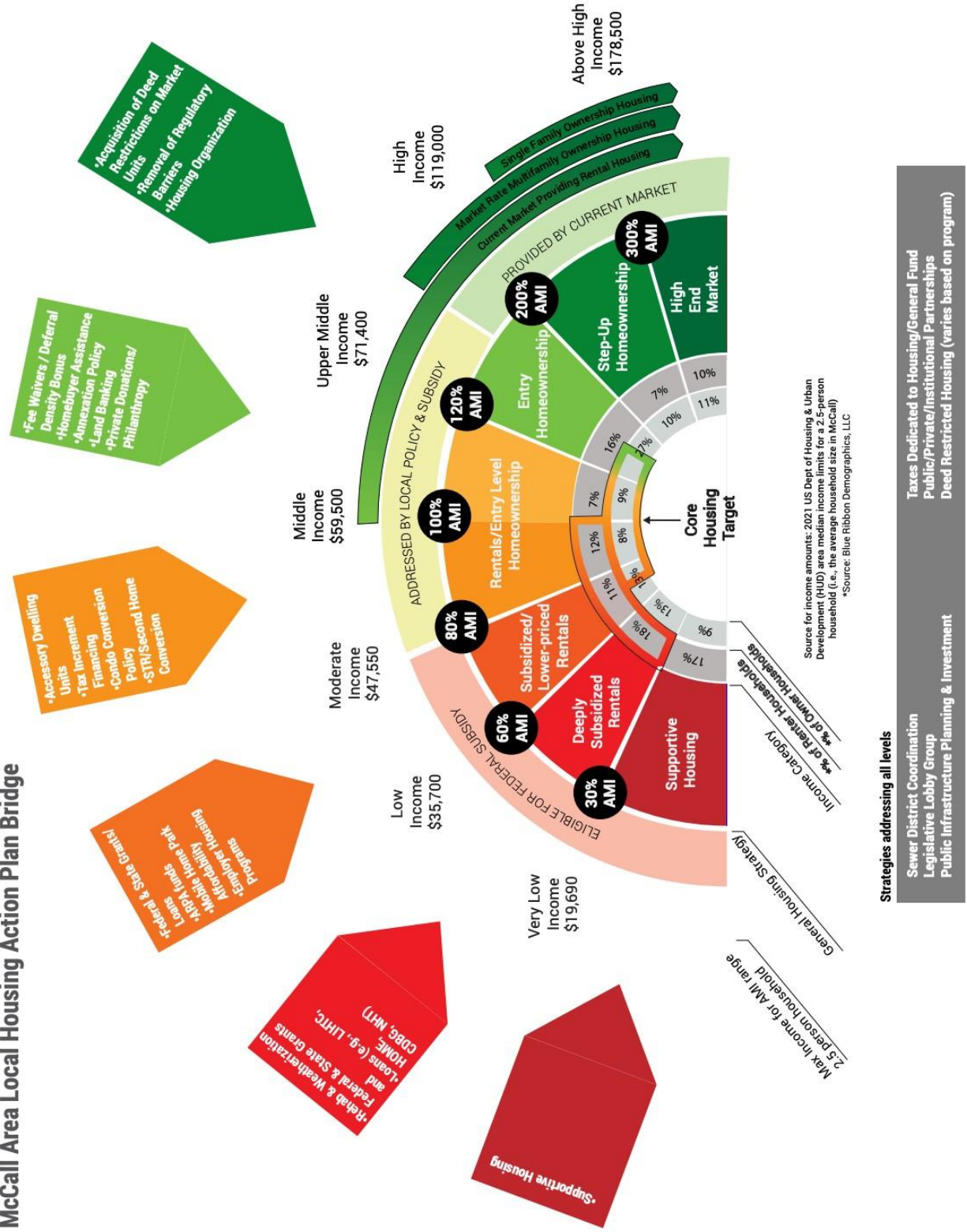
Data and Graphics | Part 8

Figure 16. Headwaters Economics, Earnings per job and per Capita Income. Referenced October 24, 2023. <https://headwaterseconomics.org/apps/economic-profile-system/16085>

McCall Area Local Housing Action Plan Bridge

MCCALL AREA LOCAL HOUSING ACTION PLAN, JUNE 2022

WSW Consulting, Inc., SMR Development, LLC; Navigate, LLC; Logan Simpson



UI Extension Valley County Contributions

2015-2020
Five Year Review

Volunteer Coordination ~6,625 hours served

- 1 4-H Club Leaders
- 2 4-H Community Programs
- 3 Community Development Committees
- 4 Master Gardener Volunteer Hours
- AmeriCorps Placement Outreach and Education

4-H Youth Development, Community Programs

- 1 Ranchers Feeding Youth (in-school education program (New Meadows, McCall, Donnelly, Cascade)
- 2 Animal Market Sale Committee Partnership
- 3 Fair Board Committee Partnership
- 4 Cultural Diversity Workshops
- 5 After-school Programming
- 6 STEAM Community Fairs

4-H Youth Development, Club Programs

- 1 Livestock Husbandry
- 2 Small Engine Repair and Mechanics
- 3 Horse Ownership and Skills
- 4 Gardening
- 5 Know your Government
- 6 Leadership Development
- 7 Public Speaking
- 8 Home Economics - Cooking
- 9 Home Economics - Sewing

Community Development

- 1 Cascade Mobility Team Partner (2014-2018)
- 2 Workforce Development Partner (WCMEDC, IDL) (2018-2020)
- 3 America's Best Communities Partner (2014-2018)
- 4 West Central Mountains Food Coalition (2016-2020)
 - Discover your Food System Charrettes (2015)
 - Raise the Hoops, High-tunnel field day (2016)
 - Farm to Table Dinner (McCall Outdoor Science School partnership) (2018)
- 5 Big Creek, Yellow Pine, South Fork of Salmon River Collaborative Facilitator (2015-2018)
- 6 Community Garden Establishment
 - Pride of the Pantry Plots (Cascade Food Pantry partner) (2014-2016)
 - New Meadows Community Garden (New Meadows School partner) (2016-2018)
- 7 Area Sector Analysis Program
 - Markerspace Initiative (Cascade Cultural Arts Center and McCall Public Library partners)
- 8 Community Education Programs
 - Energy Efficiency Annual Fall class (Idaho Power partner)

Horticulture

- 1 Master Gardener Program
- 2 Idaho Victory Garden
- 3 Summer Garden Talk Series

Agriculture

- 1 Cultivating Success, Beginning Farmer and Rancher
- 2 Women in Agriculture Conference
- 3 Pesticide Applicator Workshops (ISDA credit)
- 4 Know the Land, Save the Land - Place based design noxious weed apparel design
- 5 Beef Quality Assurance Workshop