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VALLEY VISION, INC. LAUNCHES BEAR PROGRAM

Lewiston, ID (October 6, 2023) – The Board of Valley Vision, Inc., a regional economic development organization, will launch its Business Expansion and Retention (BEAR) Program. The purpose of this program is to be able to accurately assess the most immediate needs of primary and secondary sector businesses through Asotin and Nez Perce County. Formalized, confidential interviews will be conducted with the leadership of each business to address the subjects of expansion, capital investment, and job creation. The insight received from the business leaders will highlight their most urgent needs affecting their day-to-day operations.

A unique aspect of the plan is that these confidential interviews will be conducted by volunteers from within the community, elected officials, other non-profit entities, and the Valley Vision Board Members. Feedback disclosed through these confidential in-person meetings will be used to effectively point those local businesses to programs and resources that are readily available, or to implement new programs that can alleviate their most crucial workplace challenges. The information will also be studied to identify potential expansion opportunities and allow for the exploration of attracting ancillary businesses to the Valley, further bolstering the economic well-being of the community.

The BEAR Program is the second element of Valley Vision’s Strategic Plan, which The Board approved in March this year. It is comprised of three main components: a Business Attraction Program, a Business Expansion and Retention (BEAR) Program, and Product Development. This Strategic Plan for economic development is the first of its kind for the 25-year-old company, due to using defined metrics, which lay out objectives to be completed within a specified timeline.

About Valley Vision: Valley Vision Economic Development is a bi-state economic development organization servicing the communities of Lewiston, ID., Clarkston, WA., Nez Perce County, ID., and Asotin County, WA. for 25 years. Valley Vision’s mission is to actively attract, expand, or provide assistance to new wealth generators that enhance the quality of life to the Lewis-Clark Valley. Visit Valley Vision on the web at www.lewis-clarkvalley.org, like us on [Facebook](#) and follow us on [Twitter](#).

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