

A person is shown from the chest up, looking through binoculars. The image is overlaid with a semi-transparent blue filter. The person's face is partially visible, and they are holding the binoculars with both hands. The background is a bright blue sky with some light clouds.

**TOGETHER
WE'RE
GREATER**

**REIMAGINING
THE FUTURE**

**GREATER
SPOKANE
inc.**



MISSION

We lead transformative business and community initiatives to build a robust regional economy.

VISION

A vibrant Spokane region where businesses and communities thrive.

VALUES

COLLABORATION

We are inclusive and welcome a diversity of perspectives that reflect the aspirations of our community.

INNOVATION

We are resourceful and creative and strive for intentional progress in all that we do.

RESPECT

We foster mutually respectful relationships between members, our partners and the community.



GREATER GROWTH

Launching the Spokane region on a national stage while valuing and elevating our regional business community.

GSI WELCOMES ALL SITE SELECTORS

Launching a progressive, interactive and expressive virtual gateway: Advantage Spokane.

RESULTS

- Website launch 3Q-2019
- Increase number of website sessions by 25%
- Increase website leads by 50%

GSI GOES ON OFFENSE

Two-year lead generation campaign geographically and industry-targeted at business in Life Sciences, Advanced Manufacturing, Aerospace and Agriculture.

RESULTS

- 25% increase in RFI or RFP responses: 26
- 65% increase onsite visits: 5

GSI DOUBLES DOWN

Two-year business retention and expansion awareness campaign connecting entrepreneurs and businesses of all sizes to the GSI ecosystem of programs and service offerings.

RESULTS

- Identify strategic business visitation list of 150 local companies in targeted industries.
- 75 business visits with target sector companies to identify risks or growth opportunities.
- 25 business assists to mitigate relocation risks, support market growth, or facilitate physical expansion.

StartUp Spokane
Life Sciences Spokane
Ag Expo/Agribusiness
Military/Fairchild
Recruitment
Expansion
Retention
Infrastructure
Development
PTAC
(Government Contracting)

Together, we support the creation of business and job growth for a thriving economy.

GREATER VOICE

Positioning the Spokane region's business community as a voice of thoughtful, results-driven and credible leadership.

GSI CREATES SUSTAINABILITY AND MOMENTUM

Build statewide coalition to support and drive the countywide sustainable funding effort. Adding "border county" into RCW 82.14.370 enables Spokane County to receive up to a .09% sales and use tax rebate to use for economic development purposes.

GSI MOBILIZES

Investment of a mobilization tool that efficiently coordinates and organizes our business community on advocacy, policy and project efforts.

RESULTS

- Q4-2019 launch advocacy mobilization tool.
- Drive to 50 percent board engagement on advocacy issues
- Drive to 20 percent GSI investor engagement on voice related issues



Local Advocacy

**Regulatory &
Rulemaking Issues**

**Elected Official
Connections**

**State &
Federal Agendas**

Community funding

Olympia Fly-In

D.C. Fly-In

**Together, we have
a greater voice
for the future of
our region.**



GREATER TALENT

Leading a multi-faceted approach to grow education attainment rates to 60% by 2025.

GSI DRIVES TALENT PIPELINE

Increasing post-secondary access and completion for traditional and non-traditional students.

RESULTS

- 1038 additional degrees/year (BA/AA/direct apprenticeships) by 2021
- 1000 adult students pre-enrolled in the Greater Minds Initiative
- Increase to 10 businesses partnering in Greater Minds Initiative

GSI BUILDS

Creating and scaling a robust system of talent development by connecting students with middle-skill and knowledge-based career opportunities in high-demand industries.

RESULTS

- 120 students enrolled in 5 Comprehensive Career Prep summer academies in high demand fields
- 400 student applications for Career Prep Summer Academies
- 20 businesses engaged in hosting a Business AfterSchool/Teaching the Teachers career workshop (25% of Board of Trustees businesses engaged)
- 400 educators x 300 business professionals engaged in access2experience community connection platform

GSI STRENGTHENS

Enhancing, strengthening and growing business and education partnerships to ensure pathways that result in equipped, innovative and agile talent for our region.

RESULTS

- Engage 90 investors in 5 business and education partnership committees meeting 4-6 times/year
- Facilitate 2 “forums” highlighting business and education partnerships-goals and results (*January GMGS and one STEM specific*)

Career Connected
Learning

Greater Minds
access2experience

Business AfterSchool

Spokane STEM

Teaching the
Teachers

Bonds & Levies

Professional
Development

**Together, we
build, champion
and retain a
talented workforce.**



ENGAGEMENT

Evolving a traditional chamber-like model to align with the future needs and expectations of our GSI investors and sustainability of the organization, while focusing on the employer community to drive economic development.

GSI INVESTS

Proactively and intentionally shifting the traditional membership financial model to one of an Investor Portfolio.

RESULTS

- Increase 1st year member retention from 64% to 70%
- Increase overall member retention from 85% to 89%

GSI Transforms

Transforming financial investments and contributions to GSI. Strategically generating personalized portfolios aligned with industry sector advocacy, business growth needs and tools that generate measurable and beneficial outcomes.

RESULTS

- Increase the average member portfolio and investment with GSI from \$1,700 to \$1,850 over 4 years.

CONNECTING AND CONVENING

GSI evolves its physical space to include the high-demand need of a state-of-the-art community technology center.

GSI Connects

Build out of a videoconference center for the purpose of real-time federal and state advocacy, testimony, GSI investor business and client communication needs and elevation of programming and service offerings.

REIMAGINING THE FUTURE

**10 FUNDERS @ \$5K
ANNUALLY X 4 YEARS**

**8 INVESTORS
@ 10K ANNUALLY X 4 YEARS**

**2 INVESTORS
@ \$15K ANNUALLY X 4 YEARS**

**2 INVESTORS
@ \$20K ANNUALLY X 4 YEARS**

**4 INVESTORS @ \$50K ANNUALLY X 4 YEARS
AVISTA · PROVIDENCE HEALTH CARE
COWLES COMPANY · WA TRUST BANK**

**TOTAL GOAL
\$400K ANNUALLY X 4 YEARS**

“GSI is embarking upon a four-year journey that re-imagines the future of the Spokane Region. WA Trust Bank, Avista, Cowles Company and Providence have leaned in to launch the efforts which will drive real, tangible economic results and prosperity. As chair of GSI, I am confident this organization is poised and ready to do transformational work.”

—Tom Johnson, Chair GSI

...TOGETHER



The Spokane region's business development organization

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