

New Vision: A Year in Review

As we start a new year, we wanted to quickly highlight some of our accomplishments in 2007:

- ➔ New Vision developed a new promotional video series that highlights the Valley's strengths for growing businesses. Eight topical segments were produced that touted the area's workforce, quality of life, and business climate. The organization distributed the videos via podcast websites and embedded each movie clip within its website.
- ➔ New Vision implemented a multifaceted media advertising campaign (print, radio, tv) in the Puget Sound that raised the Valley's image as a business location. This campaign culminated with a special 12-page insert in the November edition of Seattle Business Monthly magazine.
- ➔ The association hosted thirteen growing companies that expressed interest in locating new facilities in Yakima County. Two of these businesses will develop new operations in the region.
- ➔ We provided hands-on assistance to Jeld-Wen and Can Am Steel as these local companies initiated expansion projects. These manufacturers will create 75-100 new jobs as a result of their growth.
- ➔ The association offered seminars on government procurement as part of its new service to help companies learn about and secure local, state or federal government contracts. We provided initial or ongoing assistance to twenty-three businesses in the Valley and a few of these local firms landed new government contracts in 2007.
- ➔ New Vision retained a highly qualified consultant to explore how Yakima County's industrial sites could support high tech data centers. Eight sites within the region were carefully evaluated (three in the Yakima urban area) and the consultant felt that at least two properties in the Valley are well suited for this capital intensive industry.