

## **BUSINESS AND ECONOMIC DEVELOPMENT**

The City of Lava has an active Chamber of Commerce devoted to the prosperity of the greater Lava. The Chamber's mission is: "To promote the prosperity of the greater business community; as well as promote the general quality of life in the Greater Hot springs area. An active group called the Greater Lava Hot Springs Prosperity Group contributes time; money and effort to help disadvantaged persons and business succeed.

This chapter is composed of six areas important to the Business and Economic Development of Lava Hot Springs: New Business, Local Labor Force, Complimentary Businesses, Year Round Business, What We Are and Preservation of Special Buildings.

### **NEW BUSINESS**

The city would like to attract living wage job creation businesses into the area. The local economy would benefit from a service industry business or export manufacturing business providing 100 to 300 full time jobs. Local access to natural hot water opens many possibilities for research and energy industries and businesses that would benefit from this excellent resource. The local labor force creates a misleading challenge to a small or medium business that may want to locate in Lava Hot Springs. There are many people who would like to live in Lava Hot Springs if living wage jobs are available. The city has difficulty attracting the right business when the work force is not present.

### **LOCAL LABOR FORCE**

The City economy is mainly a summer destination industry. There are great opportunities for youth and seasonal workers. Seasonal workers come to the area in the summer to work in the destination business. Local owners work in their own shops and the children work for their parents. Hotel and rental owners usually do their own cleaning and there are some part time local people that offer cleaning services. Local Business owners have second incomes. Seventy percent (70%) of the clerks are local people and most have two or three part-time jobs to make it work. The available local work force is comprised of people working from home for companies or for themselves. Other local residents drive to Soda Springs and Pocatello for access to professional work. Jobs providing local living wages are with the City and school district.

Greater Lava makes up the non-city individuals inside the zip code area shared by the City. Employment data for Greater Lava is unknown but a quick survey by local residents indicates that workers drive to Pocatello and a number of them are skilled workers at AMI. Many Greater Lava residents work in construction, architecture and engineering. Many people work out of their homes and a few work in local businesses like Shawn's Market, the Blue Moon tavern, and some of the hotels. The majority of residents who

commute, drive to Pocatello and a smaller number drive to Soda Springs. A much smaller number of people drive to Utah for work each day.

#### DATA

The population in Lava has experienced small fluctuations while the County grew and even doubled.

The population over 65 years of age is greater in Lava than the County. Some of these individuals want to work and some do not. Some donate their skills and some do not.

Please see [attachment XX](#) to see additional business and labor data.

#### **COMPLIMENTARY BUSINESSES and YEAR ROUND BUSINESS**

Complimentary business will be welcome and encouraged by community leaders and elected officials. Complimentary businesses include businesses that promote tourism in non-summer seasons.

Laundry services	Squeaky-clean	University based
Zip line	restaurants	research/hot water
Dog shows	Massage therapy	Renewable business
Equine show	Beauty Salon	related to hot water
Events	Healing arts or	Conservation aspect of
Promotion Company	alternative healing	hot water
Business incubator	Herbal healing	Idaho Based Tourism
Convention center	Alternative healing	Adventure Races
Community greenhouse	hospital	
Drive in theatre	New age stuff	
Go-cart	Animal clinics	
Ski-loge or yurts	Hot water technology	
Activity organizer	Geo-Thermal	
Catering	technology	
Sledding	Hot Water use –	
	incubator	

#### **WHAT WE ARE**

We are a melding of community and visitor in many ways. Lava has more activities and the usual community of our size. Some of these activities include swimming pools, soaking pools, a plethora of recreation for kids, an attractive community center, annual city party, two rodeos and several large, groomed, parks and grassy areas.

The city's physical structures are predominantly brick and wood. The new businesses coming should consider how building plans will compliment the existing ambiance. The City is profuse with trees. The Portneuf River runs through the town providing an oasis of deciduous trees, reeds, and many other green plants in a semi desert land otherwise

dominated by sagebrush and juniper trees. The streams, often referred to as "rivers" in this dry area, are home to many birds and insects, as well as other animals, such as beavers. Neighborhoods also contain a variety of trees that thrive in high mountain climates and short summer seasons.

It is important that all business and recreation ventures should protect the natural ecosystem within the city and surrounding the city. Any disturbance to the natural water that surface in the city must be conscientiously prevented.

The city is surrounded by intermitted spaces of coniferous forests and areas filled with sagebrush and junipers. The Coniferous forest areas have trees that are well adapted to cold climates and relatively low rainfall. These trees are largely Douglass-firs. They always have leaves on their branches and create an incredible beauty to anyone who ventures into the forest.

Junipers are hearty and beautiful to look at during any season of the year. These trees are adaptable wind, cold, heat and a certain degree of drought. Sagebrush have, grey, hairy leaves an inch long or less, rather strap-like and shaped like a long wedge. A crushed leaf will give off the characteristic odor of sagebrush, a somewhat spicy, bitter smell. The trunks of older plants are usually low to the ground and twisted into interesting shapes; in areas with deeper soil and more water, the trunks can be taller than a person and somewhat straighter, though still slightly twisting. These plants have small, pale yellow flowers that appear in late summer on the ends of the branches.

### **PRESERVATION OF SPECIAL BUILDINGS**

The city has at risk buildings that define the town, are of interest to visitors and are very dear to local residents. Many of these buildings are in such great need of attention and will be lost if left unattended they will be lost.

Goal: Save buildings so entire city gains not just downtown area

Objective: Keep the physical structures that mean a lot to all the city in a healthy condition

Strategy: Inventory all buildings

Great committee to find solutions

Prioritize the Needs (by building or location???)

Pursue funding

Create a process for selection that rewards owners that contribute to own and others success. Consider sweat equity and other forms of match.

Investigate Habitat for Humanity and other organizations that might contribute resources or ideas.

## **GOALS OBJECTIVES AND STRATEGIES**

## **Goal Number 1**

Prepare a Business Development Plan that will Develop Year Round business and will also preserve and improve the Quality of Life for Residents

Objective: Increase the number of year round jobs

### **Strategies**

Invite antique dealer to explore antique mall potential

Have a Community Review

Help local business groups expand advertising potential

Use Internet to promote on the city web page

Get brochures into convention folders

Help landowners partner with guides

Hire a professional Consultant to review the business district and make suggestions

Help create brochures for conventions “stay another day and visit” campaign

Objective: Increase the number of businesses that operate year round. Increase the number of businesses that thrive in the fall, winter and/or spring.

### **Strategies**

Promote Snow shoeing

Promote Retreat Business

Develop snowmobile trails

Invite guides and outfitters to visit

Have more events during the off seasons

Invite fishing guide to visit city

Promote Business Retreats

Support business focus on off season attraction such as hot pools, cross country skiing, etc. Make Lava Hot Springs the place to be for this attraction.

## **Goal Number 2**

Improve the Standard of Living or Livability for City residents and residents in the surrounding area.

Objective: Bring to the Residents the pristine areas of nature surrounding the city. Create easy access to nearby areas of beauty and wonder. Increase the number of access opportunities from inside the city limits.

### **Strategies**

Create a Greenway

Develop well-marked trailheads

Promote Local Birds

Objective: Make improvements to the aesthetics of the city. Give the city a more pleasing appearance by developing standards and rewarding that which is beautiful, interesting and welcoming.

## **Strategies**

Improve cleanliness of premises

Reward businesses, restaurants, hotels for cleanliness

Reward businesses, restaurants, hotels for other amenities

Facilitate timely information to customers on feedback from others, i.e., Trip Advisor

Create incentives to improve business

Approval of new businesses should include review of impact on human, environmental and physical infrastructure.

## **A Special Note on Transportation**

The Department of Transportation has a plan to create a corridor change that will divert Hi-way 30 traffic away from the city. The road will diverge to the new corridor in the area around Sunnyside or Maughn Road. The Transportation Plan changes in this area are expected to create a new entry avenue to the city. This access will create roadway attractive to development. If managed with care, this area can also provide an attractive approach into the city. Please refer to the Transportation Chapter.