

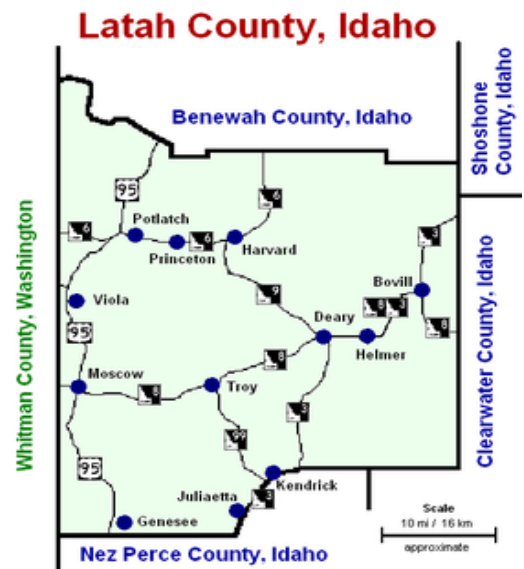


2021 VITALITY REPORT

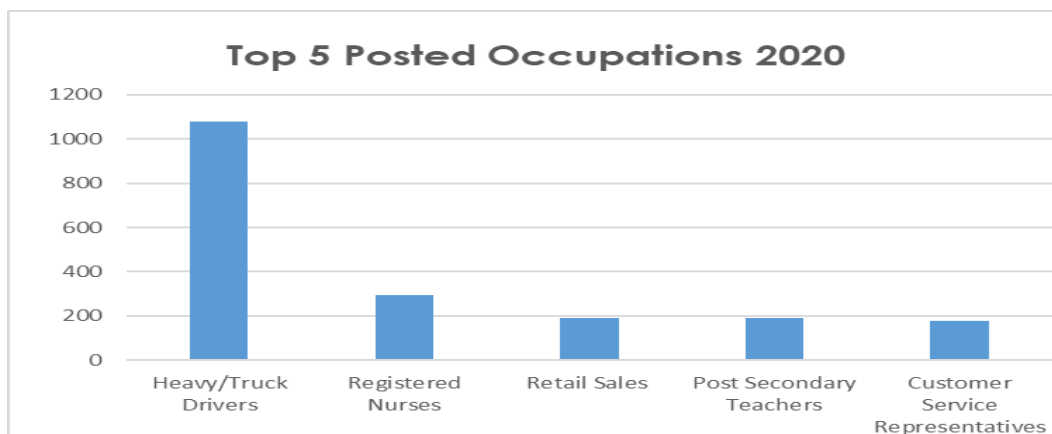
The Partnership for Economic Prosperity, or PEP, works as catalyst for enterprise and economic growth, a conduit for information and opportunity, an advocate for future economic expansion, and most importantly, *having a single unified voice supporting prosperity throughout all Latah County* always focused on common outcomes.

The past year was an uncertain and unsettled time in our region, but one of subtle underlying optimism. Vaccines are on the way, and 2021 brings hope for a return to some degree of normalcy. For the purposes of this report, data will utilize 2019 data as a reference point, and we will show the past 12 months progress.

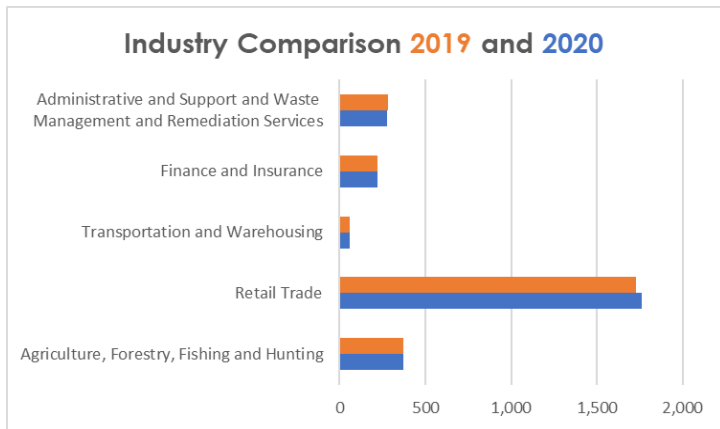
Beautiful Latah County is located in the panhandle of northern Idaho, and is home to approximately 40,000 people. In spite of the global uncertainty, in 2020, the county population grew by 1638 people.



2672 businesses call Latah County home, 85% built with 20 or less employees. In 2019, these businesses posted 9275 unique jobs while in 2020, only 7302 postings were made, illustrating a more cautious business climate.



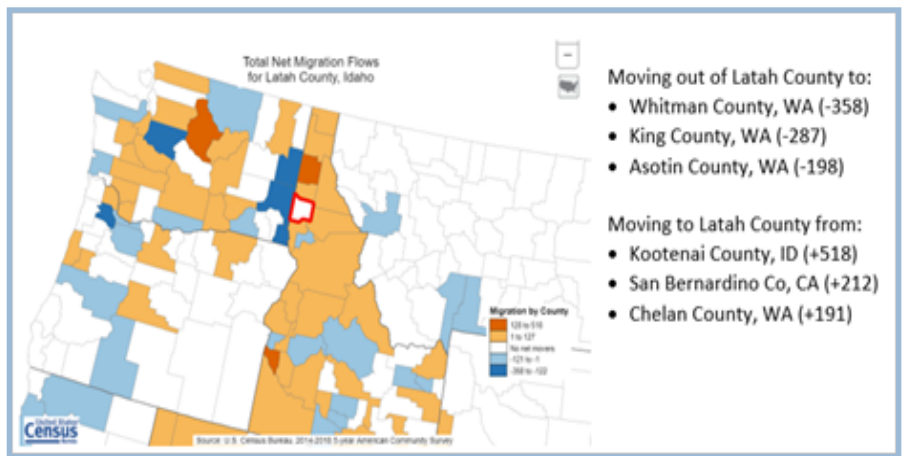
Latah County industries are shown below, and even with the pandemic pressure, with the exception of Retail Trade, industry growth was minimal from 2019 to 2020.



Latah County's workforce is broken down rather evenly by gender, with the majority of the workforce between 25 years and 55 years of age. Since 2014, job growth has increased 5.7%, but this falls short of the national growth rate of 6.9%. While the number of jobs increased, the labor force participation rate has decreased from 58.3% to 56.2%.

The mobility of workforce in Latah County is shown in the graph to the right, net movement out of and into the Palouse region.

Due to the transitory nature of part of the population, housing becomes a critical issue.



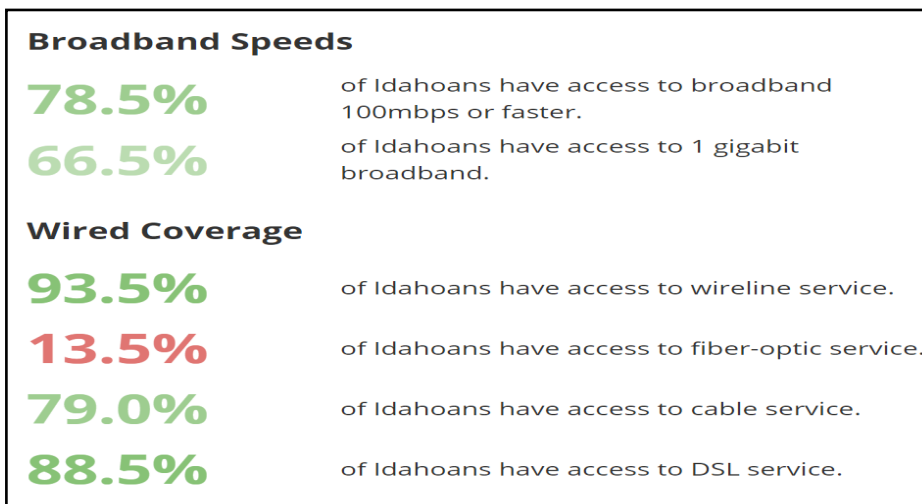
Housing in the Palouse region (Latah and Whitman counties) has become a critical concern for cities as the demand for housing—both single and multifamily, condominiums and townhouses far exceeds the supply. The largest cities, Moscow, Id, and Pullman Wa. share a workforce, and with that in mind, PEP established the Regional Housing Leadership Team to address housing. Comprised of developers, city planners, realtors, and business owners, the cross-border group aims to identify and remove barriers to additional housing in the region.

City	Number of Sales	Average Sales Price	% Change from 2019	Days on Market
Moscow	299	\$351,221	12.4%	27
Viola	7	\$379,142	-1.7%	78
Troy	22	\$290,961	-6.5%	41
Deary	24	\$337,883	22.4%	37
Genesee	29	\$274,841	5.5%	59
Potlatch	32	\$297,180	26.2%	33
Kendrick/Juliaetta	28	\$260,965	13.4%	67
Bovill	4	\$181,975	70.1%	75
Elk River	4	\$118,625	-1.1%	134

As the pandemic grew, the citizens of Latah County began living and working remotely. Broadband connectivity became a lifeline for families throughout the county, and broadband became the backbone for everything from retail and entertainment to education.

PEP in close conjunction with Latah County officials, has started development of a county-wide plan for wireless broadband access points in each small community—working to increase access for bridging the digital divide and increase access for students. As the federal government begins to release funding for nationwide broadband, Latah County will be well prepared to implement the infrastructure needed to help our citizens, support our businesses and market our county as well.

Idaho Department of Commerce has surveyed broadband access throughout the state shown below:

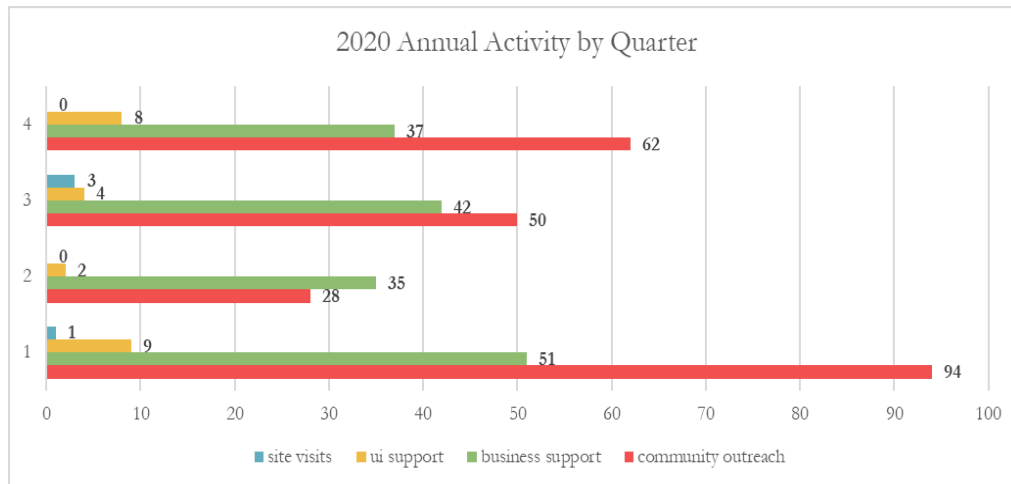


In many ways, economic development is centered around the individual cities in the region, but to the outside world, the quad-city region is what interests site selectors. The Palouse region, Moscow and Lewiston Idaho and Pullman and Clarkston Washington offer a educated diverse workforce, ample developable land, solid infrastructure, and low cost of cost of living compared to larger metropolitan areas.

A comparison of the cities in the Palouse is shown below.

	Latah	Whitman	Nez Perce	Asotin
Population 2019	40,124	49,769	40,409	22,610
Population 2020	40,424	50,315	40,568	22,717
Population Change %	.69%	.83%	.85%	.47%
COL Index	101.1	113.7	101.1	117.6
Unemployment Rate (July 2020)	3.8%	5.2%	4.5%	4.6%
Median Household Income	\$45,466	\$42,163	\$54,174	\$50,423

PEP believes that supporting Latah county can be divided into four major categories: Community Outreach, Business Support meetings, University of Idaho support, and site visits for business recruitment and retention efforts.



Latah 411 is PEP's podcast aimed at highlighting all the business gems of Latah County. From Coffee roasters, clothing boutiques, dance studios, personal coaches, and more—Latah County has it all! Contact PEP if you'd like to see your business on the podcast

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PEP Talks will be introducing a new segment called **“The More You Know Latah.”** This segment will have the same valuable information found at PEP Talks, but will be featured on PEP's podcast channel. The topics will range from Water to Housing to Broadband. Be on the lookout in the near future for this new installment.