



# ANNUAL REPORT

# 2021

## ENVISION CDA

Envision Coeur d'Alene was a collaboration between the City of Coeur d'Alene and CDA 2030 to create a vision and long-range plan for our community.



“The updated implementation plan is the result of many hours of collaboration between CDA 2030 staff and volunteers and the City of Coeur d’Alene through Envision. We are thrilled to present a finalized plan for how to implement the community’s vision for the greater CDA area for the next 20 years.”

— Marie Schmidt, 2021 Implementation Chair

# 55

JOINT  
ACTIONS  
W/CITY OF COEUR D'ALENE

# 47

COMMUNITY  
PARTNERS

# 81

CDA 2030  
ACTIONS  
W/COMMUNITY PARTNERS

# 100

MEETINGS  
in 2021 adding up to 1000s  
of staff and volunteer hours to  
refine and complete the plan.

## PARTNERSHIP

We split actions among convening authorities to clarify the roles of our partnership with the City of Coeur d'Alene. CDA 2030 supports community-focused actions. The City of Coeur d’Alene convenes over actions directly involving them. Joint actions have been designated where our interests overlap.

## OUR GEM



Led by The Community Water Resource Center

Learn more at [uidaho.edu/ourgem](http://uidaho.edu/ourgem)

In 2021, the Our Gem Collaborative released a community survey to gauge public understanding of lake health. CDA 2030 assisted in drafting and marketing the survey.

CDA 2030 was able to assist the Our Gem Collaborative to increase survey participation and create widespread reach.

# 1000+

PARTICIPANTS

Each year the CDA 2030 Board of Directors determines priority actions to support based on our anticipated impact, resources available, community need, and our commitments.

## OTHER PROJECTS



Other priority actions in progress that you'll hear about in 2022:

- Project Neighborly
- Housing
- Early Care & Education
- East Sherman

## OUR MISSION

CDA 2030 seeks to guide the greater Coeur d’Alene community in realizing its vision for a bright future - together. As a nonprofit group, we help local businesses, government, and community organizations carry out the CDA 2030 Vision and Implementation Plan.

## 2021 Leader Sponsors

City of Coeur d'Alene\*  
Coeur d'Alene Regional Chamber\*  
ignite cda\*

## 2021 Achiever Sponsors

Idaho Central Credit Union  
Kootenai Title Company\*  
Northwest Specialty Hospital

## 2021 Builder Sponsors

Bouten Construction Company\*  
CDA 2030 Board of Directors\*  
Ginno Construction  
Mountain West Bank\*  
Lukins & Annis Attorneys  
Parkwood Business Properties\*  
Pioneer Title Company of Kootenai Co.  
Pilgrim's Market  
STCU\*

T-O Engineers\*

Umpqua Bank  
University of Idaho\*

## 2021 Connector Sponsors

Coeur d'Alene Bike Company  
D.A. Davidson & Co. — Darin Hayes  
HDR

Mercer Global Advisors  
Pita Pit  
STRATA  
Verdis

## 2021 Supporter Sponsors

Coeur d'Alene Tribe Lake Management\*  
J-U-B Engineers  
North Idaho Title  
TitleOne Corporation  
Welch Comer & Assoc.

\*Indicates sponsors who have supported CDA 2030 consistently for 5 years or more.

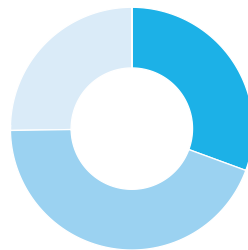
Being selected as the new Executive Director of CDA 2030 is a tremendous honor. I am very excited to continue to build on the foundation set by Nicole Kahler.

I am eager to work with our talented Board of Directors and partners as we strive to guide the greater Coeur d'Alene community in realizing its vision for a bright future — together.  
— JJ O'Dell, Executive Director



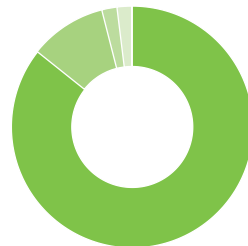
**Website**  
**23**  
New PAGES

Our desire to better communicate with our sponsors and community led to a new user friendly site. The site is easier to update allowing us to keep everyone informed. Visit [cda2030.org](http://cda2030.org) to view it!



## 2021 Income

- Community Sponsors \$33,913
- City of Coeur d'Alene \$40,000
- ignite cda \$25,000



## 2021 Expenses

- Labor \$78,504
- Marketing \$9,433
- Misc. \$1,861
- Technology \$1,785

**30**  
SPONSORS

**Two Staff**  
+ One Consultant

**17** BOARD  
Members  
+6 Committee  
Members

# 6 FOCUS AREAS



CDA 2030 is a community-based organization developed with a long-term vision to enhance the future of greater Coeur d'Alene in the areas of...

- Community & Identity
- Education & Learning
- Environment & Recreation
- Growth & Development
- Health & Safety
- Jobs & Economy

These focus areas and a correlating implementation plan are based on input from thousands of citizens.

The plan details actions that our nonprofit helps undertake to guide local plans and decisions.

## CONTINUING SPONSOR

"The vision behind Coeur d'Alene 2030 is to create a collaborative, long-term vision for the future of Coeur d'Alene. As Coeur d'Alene and the surrounding communities continue to grow, Northwest Specialty Hospital is honored to participate in that effort and support CDA 2030's message and vision of a better tomorrow including creating one of the safest, healthiest communities in the nation." — Northwest Specialty Hospital

## COMMUNITY PARTNER

"The Envision Coeur d'Alene visioning effort between the City and CDA 2030 is an example of how to work collaboratively with community partners to reach out to the people who live, work, and play in Coeur d'Alene. This plan reflects what is most important for the community, how we should grow, and what we should prioritize as we guide our future. This Comprehensive Plan is the people's vision for Coeur d'Alene." — Jim Hammond, City of Coeur d'Alene Mayor

### 2022 BOARD OF DIRECTORS

Maren Maier - Board Chair  
STCU

Daniell Mitchel  
Magnuson, McHugh & Co.

Hilary Anderson  
City of Coeur d'Alene

Mike Baker  
Heritage Health

Keri Cederquist  
United Way of North Idaho

Heidi Cochran  
Cochran Advisors

Steve Kjergaard  
Coeur d'Alene Airport

Ryan Lewis  
STRATA

Sarah McCracken  
Blue Door Realty

Derek Miller  
Past Board Chair

Marie Nail  
Windemere Real Estate

J.R. Norvell  
T-O Engineers

Laura Rumpler  
North Idaho College

Marie Schmidt  
University of Idaho

Loren Whitten-Kaboth  
CDAEDC

### STAFF

JJ O'Dell - Executive Director

Lindsey Beacham - Project Coordinator