



an investment opportunity



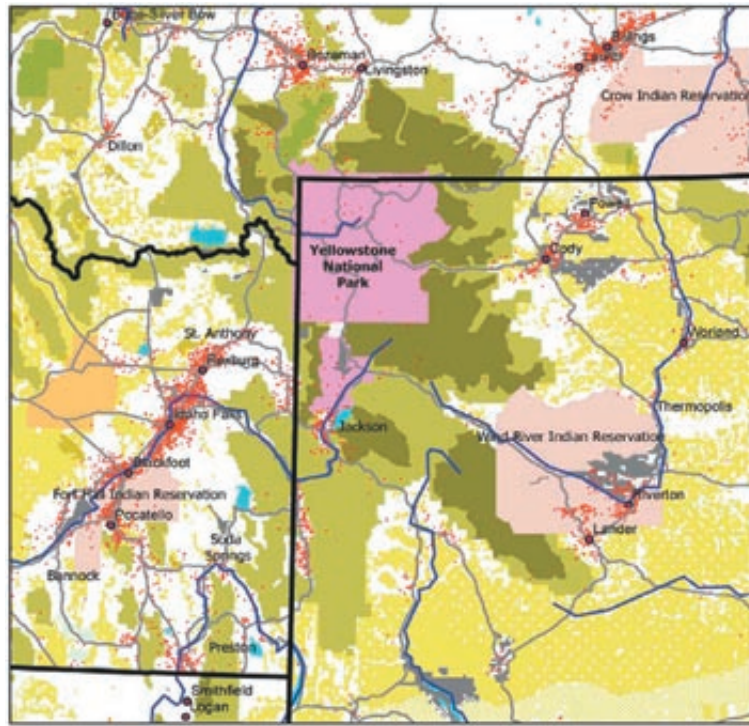
LinX is a member cooperative that links existing transportation providers across 27 counties in Idaho, Wyoming and Montana and markets their services through one integrated system. LinX was incorporated in January 2010 following the guidance of more than 50 volunteers representing businesses, government agencies and nonprofit organizations who contributed to a feasibility study researched and written by the Yellowstone Business Partnership (YBP).





Linx offers mobility management services in the Greater Yellowstone region, defined as the 27 counties and four Indian reservations that surround Grand Teton and Yellowstone National Parks.

what are the benefits?



Linx was incorporated in January 2010 and is now testing and developing the following mobility management components:

- Trip planning and ticketing system with multiple customer touchpoints
- Improved marketing of existing and emerging services
- Coordination of route schedules and transfer points
- Innovative technology applications that benefit both transportation operators and their riders
- A centralized location for information on all modes of mobility

Founding board members represent the following entities:

- Karst Stages - Bozeman, Montana
- Wyoming Services for Independent Living - Lander, Wyoming
- Grand Teton Lodge Company - Moran, Wyoming
- Salt Lake Express - Rexburg, Idaho
- Partners for Prosperity - Blackfoot, Idaho
- Targhee Regional Public Transportation Authority - Idaho Falls, Idaho

The founding board will serve through 2010 when Linx members in good standing will elect a permanent board from among their peers. Until that time, YBP has been contracted to perform administrative services for the members. YBP staff working with Linx include Mobility Project Manager Jeff Osgood, Communications Specialist Kim Billimoria and Technology Specialist Chris Larson.

HIGHLIGHTS OF THE POTENTIAL ECONOMIC IMPACT OF LINX ON THE GREATER YELLOWSTONE REGION:

	IDAHO	MONTANA	WYOMING
Total Output.....	\$4,558,231.....	\$4,173,125.....	\$2,138,549.....
Total Employment.....	96.2.....	69.....	32.3.....
Total Labor Income.....	\$1,719,684.....	\$1,683,725.....	\$902,660.....
Total Value Added.....	\$2,586,416.....	\$2,554,496.....	\$1,377,628.....
State & Local Taxes.....	\$210,268.....	\$196,813.....	\$83,650.....

Investing in Linx is about investing in a sustainable future for your community and the entire Greater Yellowstone region.

Economic development.

Facilitating the convenient and affordable movement of people around the region will help bolster the economic viability of the communities in the region.

Freedom of choice.

Linx will make information about private and public transportation options readily available in one place so that people can make more informed travel choices.

Improving mobility.

The public involvement process used to conduct the feasibility study uncovered many gaps in existing mobility services that limit where residents are able to go and what they are able to do. The temporal and physical gaps have been prioritized by their demand potential. Linx members will create, for the first time, an integrated and coordinated system for transportation throughout the Greater Yellowstone region that closes these gaps and improves mobility.

Reducing traffic congestion & carbon emissions.

Maintaining air quality and reducing traffic congestion will help preserve what is so special about the Greater Yellowstone ecosystem. With over 3 million visitors each year, the region needs to offer viable alternatives to driving a private vehicle.

frequently asked questions:

What is a blended cooperative?

A cooperative is a business owned and controlled by those who use its services. In a cooperative, member-users finance and operate the business for their mutual benefit. Control is democratic, with membership control on a one member, one vote basis. Earnings are distributed according to patronage provided by the members or retained in the business for overall member benefit. Cooperatives pay all property and sales taxes required of other business corporations. A blended transportation cooperative consists of rider members who use the system, provider members who operate routes, investors who see a benefit in better transportation, and government agencies that have a vested interest in improved mobility within the Greater Yellowstone region.

Why hasn't this happened earlier?

In order for such a system to succeed, a significant up-front investment in technology, marketing, and staff would have been required. It is unlikely that the co-op feasibility study and pilot phase would have been conducted without the ARRA grant of \$535,000 through the Idaho Transportation Department. In the absence of federal funding, 20+ investors would have needed to invest \$30,000 each to launch a similar system.

Why do we need another bus system?

Linx is not a new bus system. It is a partnership of existing providers, investors and riders that leverages existing resources and better connects our region. Linx offers mobility management services, helps providers reduce costs and employ service improving technology applications, and promotes increased ridership through effective promotion.

Is it sustainable?

The feasibility study outlined numerous income streams that should support ongoing operations for Linx. It was important to make sure that the cooperative itself would not compete with its members for their existing funding sources. During the pilot phase and system build-out, the ITD investment will allow Linx to develop the revenue streams and working capital that will be sufficient to allow it to operate as a free-standing business from 2011 forward.

learn more about cooperatives:

National Cooperative Business Association <http://www.ncba.coop>
 Northwest Cooperative Development Center <http://www.nwcdc.coop>





investment schedule

Stock Classes

CLASS A

"Provider Class"- This investor class is defined as transportation providers that currently provide > 50,000 annual rides.

CLASS B

"Shuttle Provider Class"- This investor class is defined as transportation providers that currently provide < 50,000 annual rides.

CLASS C

"Corporate Investor Class" - This investor class would be for business members who wish to have voting rights and potentially serve in a governance capacity.

CLASS D

"Individual Investor Class" - This investor class would be individual or families who wish to have voting rights and potentially serve in a governance capacity.

CLASS E

"Rider Class" - This category will encourage a high level of rider members for those desiring minimal investment and not interested in co-op governance. These members would not have voting rights, but should be eligible for patronage (dividend) payments at the end of the year, should the board choose to payout any residual income.

PREFERRED STOCK

This stock is an open class that any person or entity may purchase for investment purposes. This stock does not confer voting privileges to the holder, but holders receive first priority for dividend payments. This stock may be sold or transferred.

Membership Certificates (No Equity Stake)

PUBLIC PROVIDER

This member category is designed for quasi-governmental entities that may not be able to, or would prefer not to, have an equity stake in Linx. These members would be eligible for board service and would have voting rights.

AGENCY

This member category is designed for all of the governmental agencies with a stake in transportation within the GY region. Many of them are not able to have an equity stake in any corporation. This category would accommodate that restriction, but would give the agency voting rights and they would be eligible for board service.

One-Time Investment:

VOTING		NON-VOTING	
COMMON STOCK	MEMBERSHIP CERTIFICATES	COMMON STOCK	PREFERRED STOCK
CLASS A\$2,000	PUBLIC PROVIDER\$2,000	CLASS E\$50	PREFERRED STOCK\$1,000
CLASS B\$1,000	AGENCY.....\$1,000		
CLASS C\$1,000			
CLASS D\$500			



Join LinX

To purchase stock or membership in Linx, go to: www.yellowstonebusiness.org

The Yellowstone Business Partnership is a nonprofit organization working to resolve the major cross-boundary challenges facing businesses and communities in the Yellowstone-Teton region. YBP believes that to achieve long-term profitability in this place, businesses must fulfill their social and environmental responsibilities, and care for the region as a whole.

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YELLOWSTONE BUSINESS PARTNERSHIP

Advancing Sustainable Enterprise
www.yellowstonebusiness.org